

AUG 20 1934

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXVI

AUGUST 18, 1934

NO. 7

WHILE ROME BURNS has been going so beautifully this summer (1500 a week—40,000 to date) on a quite modest advertising campaign that we were tempted to sit back and watch it roll—but we've become used to seeing Viking at the top of the non-fiction list so we're starting a big new campaign in September to be certain of keeping ROME there. (Goal: 100,000 copies.)

## WHILE ROME BURNS

by Alexander Woolcott



Better than UNION SQUARE—surpassing every critical prediction—novel of vital, vibrant humans—filled with lusty humor and body-punch drama—to be given every promotional aid—certain to excite the critics—a big book to start the Fall!—Something to talk about!



## THE FOUNDRY

by Albert Halper

September 4th . . . \$2.50

The Viking Press . 18 East 48th Street . New York City

TO BE PUBLISHED AUGUST 31st

# THE GO-GIVER

By **VASH YOUNG**

*Author of "A FORTUNE TO SHARE"*

At last—a whole book on salesmanship as it enters into almost every relation of modern life. He has inspired thousands of salesmen by incidental messages in *A Fortune to Share* and his other books, now he gives a new way to *sell*—a better way to *live* in this straightforward and specific book. His method really works — Vash Young sells a million a year. Be sure you have ample stock of this sure best seller.

**\$1<sup>50</sup>**

Edward Hope's name, known to all Broadway, will shortly become a coast to coast byword upon release of the movie "She Loves Me Not," based on his novel of the same name. Cash in on his *new* novel, the tale of a highly original young man who solves his own depression with a unique "embarrassment remover" business for which the rich pay and pay. Its plot, complications and comedy are sure-fire.

**\$2.00**

By

**EDWARD  
HOPE**

*Author of  
last season's  
big laugh riot—*

**"SHE LOVES ME NOT"**

# CALM YOURSELF

**THE BOBBS-MERRILL COMPANY**

New York

Indianapolis

## GRACE ZARING STONE

**A Distinguished American Novelist Has  
Written a Brilliantly Ironical Novel...**



"The Bitter Tea of General Yen" won for Mrs. Stone a large and enthusiastic audience. "The Cold Journey," richer in human values and written with more mature talent, seems destined to widen that audience and intensify its enthusiasm. "The Cold Journey" is the story of a group of pious Puritans captured by the French and Indians and taken to Quebec. The allure of a worldly civilization was a natural counterpoint to their burning piety and gradually altered their viewpoints and destinies in ways that are developed with superb restraint. "The Cold Journey" is a novel of character — of history — of adventure and romance. It is subtle — yet vigorous

and alive. You can recommend it unreservedly to every novel reader: to those who read for story, to those who appreciate skillful telling, to those who like a good book that will leave them with something . . . September 11, \$2.50.



# THE

# COLD

# JOURNEY

AND PUBLISHED BY MORROW



**I** am rushing for publication September 10th a new book by the author of "The Money Muddle". . . . Better send your order today.

**James P.  
Warburg's**



# IT'S UP TO US

In "The Money Muddle", Mr. Warburg succeeded where many others have failed in explaining money and its present problems so that the general reader understood and was interested. "The Money Muddle" has been a best seller ever since publication.

Now in **IT'S UP TO US** he turns his attention to the basic problem confronting America today — freedom versus government control. He uncovers the paradox between the aims of the New Deal and its methods; and states ten general principles of future action which he applies specifically to every phase of our economic and political life.

A positive book, stating clearly just what it's up to us to do.

*Alfred A. Knopf*

Publication Date September 10th      Price \$2.00  
12mo cloth. 230 pages. Uniform with "The Money Muddle"

ALFRED · A · KNOPF



PUBLISHER · N · Y ·



Below is a reproduction of a three-column advertisement that will announce to readers of the New York Times one of the most salable of our recent novels. Generous advertising campaign. Striking poster in full color. Publication date—October 2 at \$2.50. Houghton Mifflin Company.

# *The* TERRACE

*People you like in a delightful setting—a book of friendship, romance and American family life.*

HOUGHTON MIFFLIN CO.

\$2.50.



## LOUISE ANDREWS KENT

Publication Date Sep

A Book of Vital Importance Ev

# The Challenge

## Herbert Hoover

Thirty-first President of the

**M**R. HOOVER in this volume, the first statement of any character which he has addressed to the American people since he left the White House, explains and upholds the "American System" of government, contrasts Liberalism in America to Fascism, Naziism, Socialism and Communism, points out the grave dangers to American liberty inherent in National Registration and Bureaucracy, and considers constructively the method through which alone we can solve national problems.

"For the first time in two generations," says Mr. Hoover, "the American people are faced with the primary issue of humanity and all government—the issue of human liberty. . . . We have to determine now whether, under the pressures of the hour, we must cripple or abandon the heritage of liberty for some new philosophy which must mark the passing of freedom. . . . It is my hope to show that to resume the path of Liberty is not to go backward. It is to return to the path of progress from following the will-o'-the-wisps which lead either to the swamps of primitive greed or to political tyranny."

Charles Scribner's Sons Fifth

Date September, 1934

tan Every American Citizen

# me To Liberty

# Hoover

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**T**HE book puts into words the thoughts of hundreds of thousands of Americans. It is clear, plain-spoken, straightforward, the sincere and considered utterance of a man who raises his voice "in protest, not at reform, not at emergency actions but at the threat of the eclipse of Liberty."

The timeliness of the book and the importance of its subject matter are indicated by the following selections from the chapter headings:

Revolutions from Liberty  
Our American Heritage  
The Utility and Ideals of Liberty  
The Accomplishments of the American System  
Alternative Philosophies of Society and Government

National Regimentation  
The Consequences to Liberty of Continued Regimentation  
The Constructive Methods of Liberty  
The Abuses of Liberty  
Economic Stability and Security

**\$1.75**

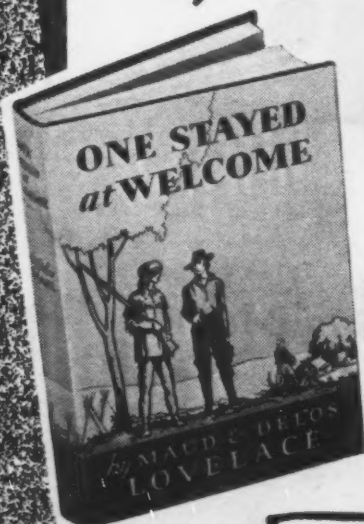
Fifth Avenue, New York



# The greatest *LOVELACE*

*success* . . . we believe we have it in this striking novel of early prairie life that stresses, not the hardships of the pioneers, but rather the zest and joy in achievement which the pioneers felt. Mrs. Lovelace, author of *Early Candlelight*, has written with her husband the dramatic story of two young men fresh from the east who settle in a middle western community. *Ask for display material.*

*By Maud and Delos Lovelace*



## ONE STAYED at WELCOME

COMING SEPTEMBER 20 \$2.50

The New Novel by *Edward Dahlberg*

## THOSE WHO PERISH

Dahlberg, author of *From Flushing to Calvary*, "must now be ranked among the most significant American writers" says William Soskin. This new novel picturing the middle class American Jew is highly recommended by John Chamberlain of the *N. Y. Times*.

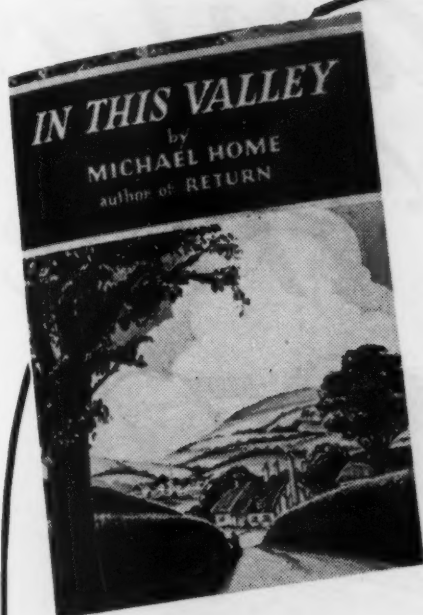
\$2.00

COMING SEPT. 6

COMING SEPTEMBER 20th  
**VAMPIRE**  
The new novel by HANNS HEINZ  
EWERS. \$2.50  
**THEN A SOLDIER . . .**  
The much discussed autobiography of  
"Thomas Dent." \$2.75  
Watch the *Publishers' Weekly* for future  
announcements.

John Day Books . . . 386 Fourth Avenue . . . New York, N. Y.

AND



Just chosen as the London Evening Standard's book of the month.

**"ONE OF THE GREAT BOOKS OF THIS YEAR"**

*says The London Evening Standard*

"a book that has the beauty of truth at its kernel...it has pathos and humour and a rich understanding..." Michael Home writes of the English countryside he knows and loves — writes superbly as he did in "Return" and weaves a poignant romance which should win him several thousand new readers.

# IN THIS VALLEY

by **MICHAEL HOME**

COMING SEPTEMBER 12

\$2.50

WATCH FOR — A JOURNEY INTO  
**RABELAIS' FRANCE**

by **ALBERT JAY NOCK**

With 63 Pen-and-Ink Drawings by Ruth Robinson

COMING SEPTEMBER 26

\$3.50

AND THIS IS

# UNDUE FULFILLMENT

by **KATHLEEN COYLE**

—a book you'll hear more about—  
the deeply moving story of a mother's love and her successful struggle to save her son from the man who attracted him. By the author of "Flock of Birds."

COMING SEPTEMBER 25 \$2.00



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## **DUSK AT** *by* **SAMUEL**

"We rather expect this to be one of the most successful books of 1934, and to be a best seller at least several months and one of the best sellers of the year. A very good book and in many ways the most salable of the Atlantic Prize Novels so far."

**—The Retail Bookseller.**

"A.A.A. Readers aren't going to forget it quickly when it's finished. Its atmosphere is somehow exceptionally distinctive... The usual heavy advertising appropriation will go into action with, we believe, the usual result... There's no doubt of its selling."

**—Donald Gordon in American News of Books.**



"I have been absorbed in it as a story but its exquisite sensitivity of observation and its unique style give it that further claim upon one which is the claim of all great creative art."—*Zona Gale.*

# THE GROVE

## ROGERS

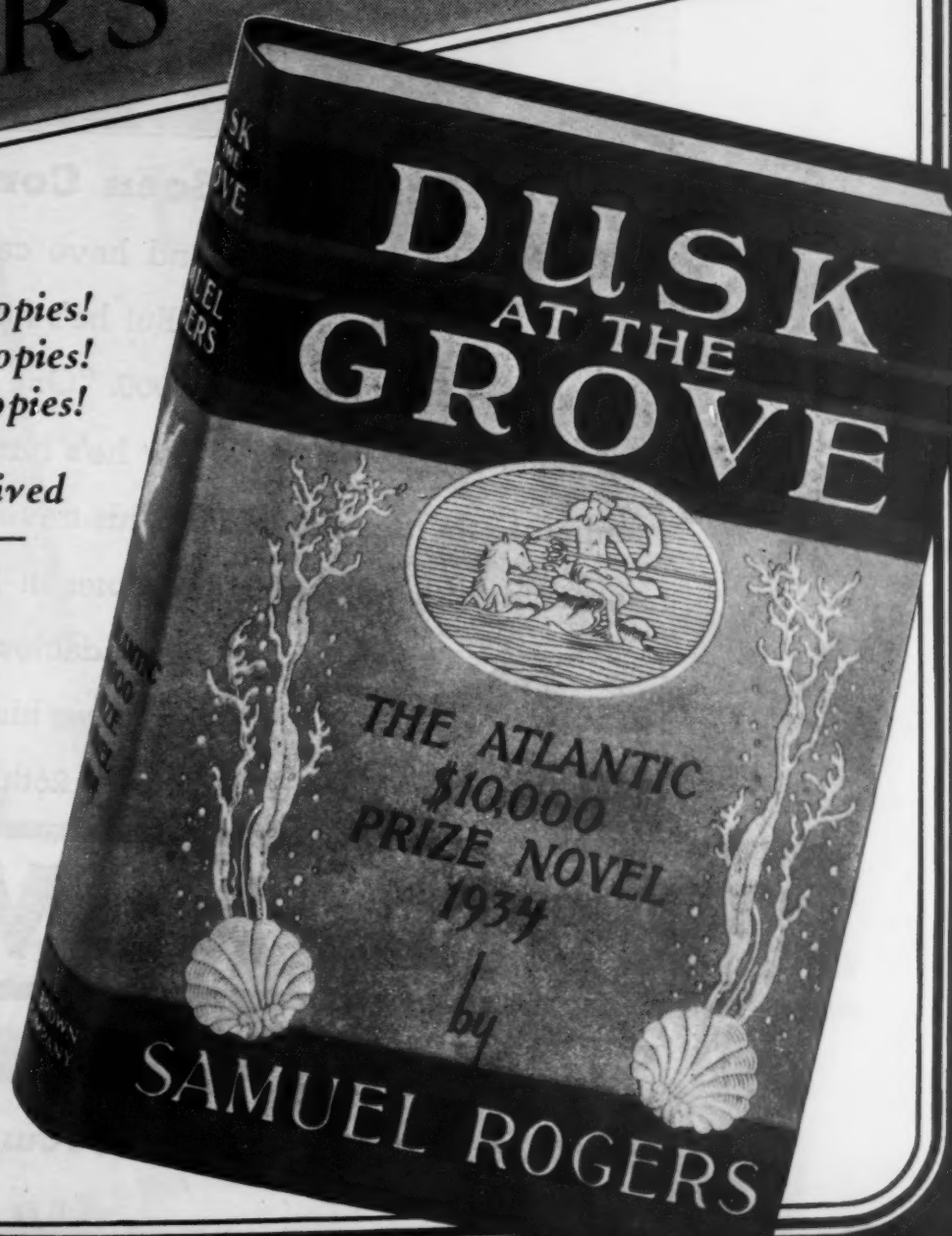
1st printing 15,000 copies!  
2nd printing 5,000 copies!  
3rd printing 5,000 copies!

Advance Orders received  
up to August 13th—  
15,103 copies!

To Be Published on  
August 24th. \$2.50

Initial Advertising  
Appropriation  
\$5,000

LITTLE,  
BROWN &  
COMPANY



**Some Critics Have Been Confounded**

by Tiffany Thayer's novels and have called him the bad boy of American writers. But he's never written a book that did not sell at least 10,000. "One Woman," our last Thayer title, sold 16,891. Now he's turned his robust attention to the story of Pericles, his travels and adventures. Told with numerous anecdotes in the Boccaccio tradition, it's typical, irreverent, audacious Thayer, and should prove again that Thayer knows his audience and his audience knows him. September 26th • \$2.50

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**KINGS AND NUMBERS**

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**by TIFFANY THAYER****WILLIAM MORROW & CO. 386 Fourth Ave., N. Y.**



Harper's

# RADIOGRAM



The RCA



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SUBSCRIPTION SALES THIS LITTLE WORLD TWENTYFIVE THOUSAND  
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BOOK STOP WEINEMANN'S CONFIDENT BIG SALES

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Heir to the Great Galsworthy Public!



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His New Novel Is

# This Little World

In London, The Daily Telegraph says, "He has inherited the Galsworthy tradi-  
tion . . . given us his best story in some time." In America, Sinclair Lewis says,  
"He has inherited the grand tradition of the English novel . . . given it new life  
and new interest." This is the story of an English country gentleman's fight  
against the new order that threatens "his little world." Abroad *This Little World*  
is one of the Season's foremost books. In America, it is backed by an advertising  
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HARPER & BROTHERS, NEW YORK

September



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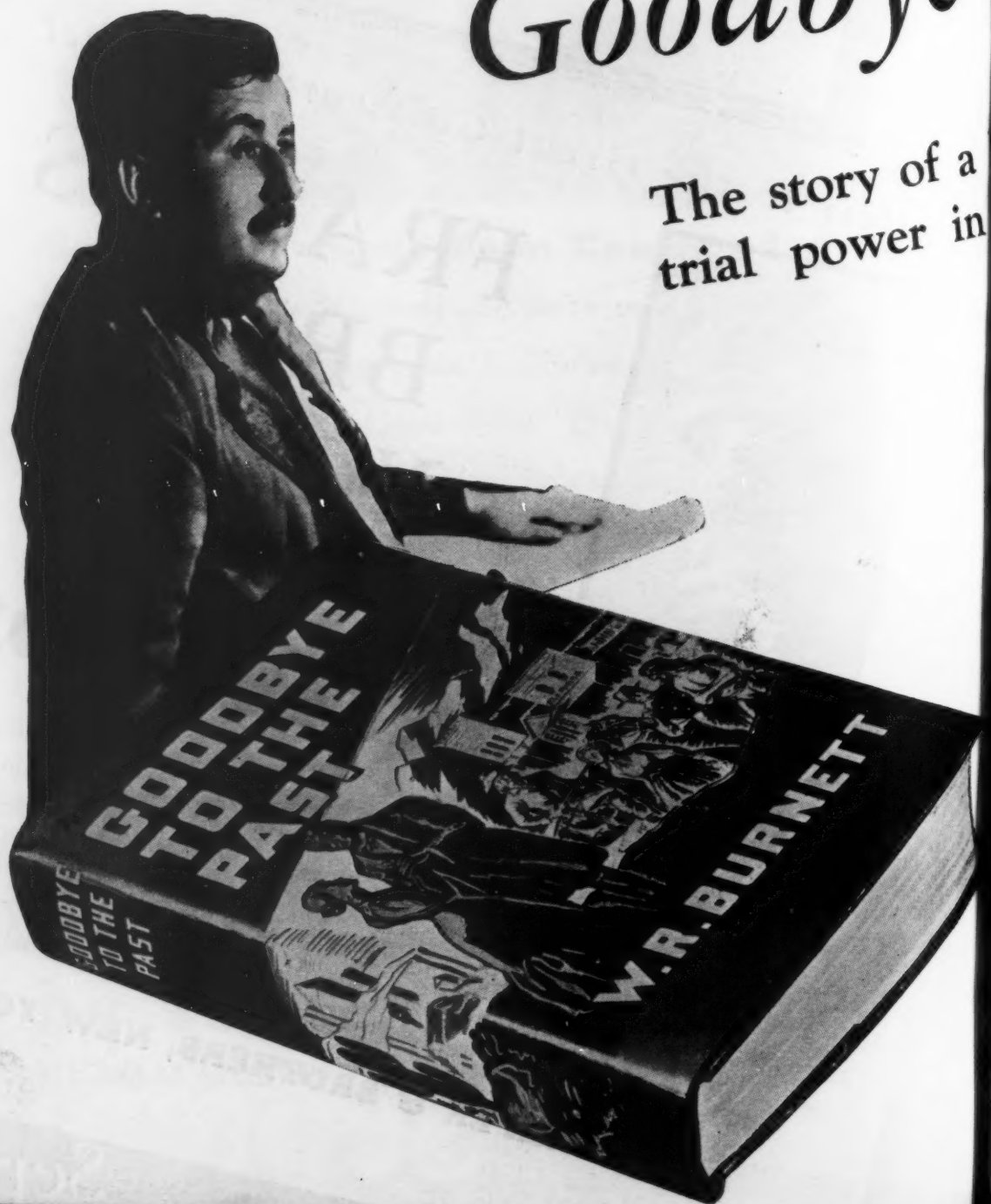
# Harpers

Different . . . Bigger . . . Most important

## W. R. BURNETT

### Goodbye to the Past

The story of a  
trial power in



of all his novels . . .

# BURNETT'S

## the Past

sheep's rise to indus-  
growing Middle West

or of three major book club selections, creator  
little Caesar, known to millions through his books  
moving pictures—W. R. Burnett has now written



at is unquestionably his greatest novel. Covering  
immense canvas, far larger in scope than any of his previous works, this  
a novel which will appeal, in both character and handling, to women and  
to men alike. Gerald Gould, in the *London Observer*, places Burnett with  
Dreiser and Lewis as one of the three foremost American novelists. Our adver-  
tising appropriation will be in line with this estimate, and will be designed to  
win a new and wider audience for Mr. Burnett with this book.

COMING SEPTEMBER 5 \$2.50

HARPER & BROTHERS

49 East 33rd Street, New York

# September

## THE FIRST MODERN PHOTOGRAPHIC BOOK of NEW YORK

*This is New York*

EDITED BY  
GILBERT SELDES

At last the Empire City is photographically presented in a manner befitting its greatness! Viewed through the gifted eyes of such renowned artists of the camera as Anton Breuhl, Margaret Bourke-White, Remie Lohse, Drix Duryea, Bernice Abbott, Steiner, and many others, **THIS IS NEW YORK** gives you fascinating slants on the Metropolis' man-made grandeur and many-sided life.

Its pages teem with dramatic contrasts. All of the vivid, vibrant pageantry of the New York street scene is unfolded in a series of striking eye-pictures that highlight both the show places and the out-of-the-way places with stirring effect.

Under the skillful guidance of Gilbert Seldes, man of letters and New Yorker extraordinary, **THIS IS NEW YORK** becomes a gay tour . . . piquantly spiced by this famous journalist's intimate and enlivening observations on the most absorbing metropolis of the earth.

**THIS IS NEW YORK** is a book your customers will want to own and to give. An exceptional value at its unusual price of only \$1!

AN  
AMAZING  
BOOK

AT AN  
AMAZING PRICE

100 vivid photographic studies of New York by famous camera artists.

10 Fascinating "Photo-Montages"

Introduction and captions by Gilbert Seldes.

Extraordinary Value: A big picture book—8" x 10½". 64 pages of fine-screen halftones, printed on heavy coated paper. Handsomely bound in boards with striking all-around photograph. To retail at **ONLY**

**\$1.00**

PUBLICATION DATE — SEPTEMBER 7th

SOLE DISTRIBUTORS  
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386 FOURTH AVENUE, NEW YORK CITY

Rush your order by mail in advance of publication to receive full travelers' discount.

DAVID KEMP, Publisher



*"We've had more inquiries in this office about the publisher and date of this book than any other coming this fall."* — says the PUBLISHERS' WEEKLY  
(See July 28 issue)

# THE QUEST FOR CORVO

By A. J. A. SYMONS

This is a biography of that strange man who wrote *"Hadrian the Seventh"*. His weird story is unfolded in such a unique way that one is held fascinated throughout.

"Combines the excitement of a man-hunt, the thrill of a mystery story and the highest talent of a courageous biographer in search of the truth about an elusive, fantastic and monstrous figure of genius." — says the noted critic  
BURTON RASCOE

TO BE PUBLISHED  
SEPT. 4

Price \$2.50  
4 ILLUSTRATIONS

*Be ready! This will be  
one of the most talked-  
about books of the year.*

THE MACMILLAN CO. • NEW YORK

CHARLES MORGAN

*author of that famous  
novel "THE FOUNTAIN" was so delighted with  
the extraordinary charm of this new book . . .*

## DEW on the GRASS

By EILUNED LEWIS

*that he wrote a Prefatory Letter to it. We reproduce  
it here as evidence of the book's remarkable quality*

**T**HIS morning there was fog over London, and my room, though it is all window, was dark when I sat down to read your harvesting chapter again. A light was necessary, and I switched on the electric candle-lamp at my elbow. When I had read of the corn-cutting at Nantgwyn and had heard how Lucy invented her own variant of Atalanta's race, I let the manuscript sink on to my knee, prompted by your imagining to voyages in my own childhood, that secret world whose joy was as no joy can be again and whose very sadness is refuge now.

Who has not said: "My childhood is gone!" and mourned for his giants? I think I am without sentimental delusion concerning

those remote years. None of the pretty adjectives describes them; and those who seek to interpret them in jingles, coy or pert, write of something that I neither remember nor understand. Yet further removed from my own sympathy are those opposite legends, now intellectually in vogue, which represent children as Freudian Yahoos incontinently abandoned on the doorstep of the London School of Economics. A child is a man with his eyes open; that is why Blake, whose eyes never shut, wrote the "Songs of Innocence" and the "Songs of Experience" in the light of a single over-riding truth.

The effect of mass-teaching is to draw a child's attention to what any fool can see if it is pointed out to him, and to divert

him from his own vision. To go to school is often to exchange the truth of angels and devils for the everlasting lies of reason, and it is because the children in your tale have not yet been regimented that they are lovable and alive. They had, too, the good fortune to live at a time when a ringed continuity of life was still possible, and in a place where even to-day quietness endures. This is much, but not all. It is much because it has given to your prose a dignity and to your thought a tender penetration now very rare. It is not all, because neither a child nor an artist depends as much on his environment as materialists believe. Delia, Lucy, Maurice and Miriam would have had distinction in a slum, but I confess to being glad that it was beside "the young Severn" that they found dew on the grass.

Thinking of them as though they were my own companions, I turned back the pages to seek again that lovely phrase, one of many that by their natural grace have enchanted me in your book.

How plain her language is, I said to myself, how little decorated, and how evocative, flowing with as serene a calm as the waters of "the young Severn"! By this time, daylight had returned; the mist of early Spring had rolled away, my candle was wanted no more; and so far from the device of cities had your story carried me that, forgetful of the switch, I leaned up from my place to blow my candle out.

It was this ridiculous and delightful freak of the imagination, this finding of myself with pursed lips before an electric candle, that prompted me to write, who am no writer of prefaces. Thank you for having set a candle in my room and in my memory. I shall read your book often for its evocation of things lost and yet not lost utterly while imagination endures, and shall read it the more eagerly because there is in "the young Severn" a not unfitting prelude to "The Torrents of Spring."

CHARLES MORGAN

March, 1934.

*You can sell this charming story to that discriminating class of readers who cherish Kenneth Grahame's books . . .*

DEW on the GRASS

Will be published Sept. 18

Price \$2.50



EILUNED LEWIS

*A young writer from Wales*

THE MACMILLAN COMPANY

60 Fifth Avenue

New York



"Nothing else gives the advance information

which they contain . . . ."

## The Old Corner Book Store

*"The book center of New England since 1828"*

50 Bromfield Street, Boston

Branch Stores Hotel Statler, Boston and 1346 Beacon Street at Coolidge Corner, Brookline

Albert R. Crone,  
Publishers Weekly  
62 West 45th St.,  
New York, N.Y.

Dear Mr. Crone:

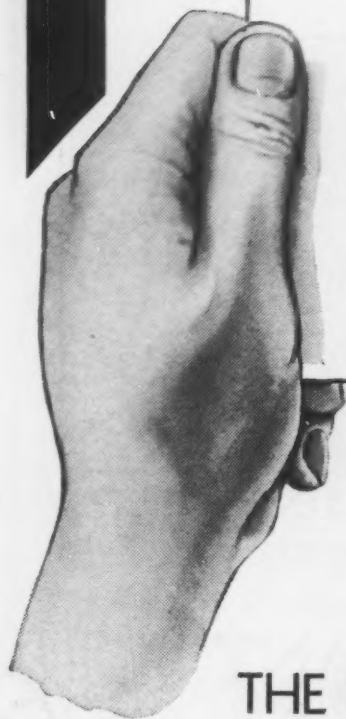
The Publishers Weekly special numbers Spring, Summer and Fall are invaluable to us and we hope you will continue to give tentative publication dates

We keep these special numbers on file in all departments and at our branch stores and they are constantly referred to by the sales people, the buyer and the order department. Publication is eagerly awaited as we have nothing else that gives the advance information which they contain.

The advertising pages are a great help to all of us as we get in concise form information that could only be obtained by going through all of the publishers announcements.

Very truly yours,

*W. B. G. G. G.*  
THE OLD CORNER BOOK STORE, Inc.



THE FALL ANNOUNCEMENT NUMBER  
(September 15)

Bound in Boards 50 cents

THE PUBLISHERS' WEEKLY • NEW YORK

**So Red the Rose**

*Selling a Thousand a Day*

# So Red The Rose

*the new novel by*

## Stark Young

*Seven Big Printings*

"A novel which no American who wishes to know his country's past . . . can afford to let go unread." —*J. Donald Adams in The New York Times.*

\$2.50

CHARLES SCRIBNER'S SONS, NEW YORK

# Harpers

ADVANCE NOTICE FROM

By George Orwell . . . . . SEPT. 19  
AUTHOR OF "DOWN & OUT IN PARIS AND LONDON"

## BURMESE DAYS

This is a novel of the white man—and woman—in India by an author whose previous book showed uncanny power in depicting the seamy side of life. A first-rate, realistic story of Anglo-Indians that Kipling overlooked. \$2.50



SEPT. 19 Robert Benchley  
**FROM BED TO WORSE**

Or Comforting Thoughts About the Bison  
With a title like this you could sell a book by anybody. With Benchley for an author and an artist like Gluyas Williams, it's a runaway. Give your customers a peek at the story of Whang the Gong, son of Whang the Old Man from the Good Pulitzer Earth. Better than Benchley's Best! \$2.00

By Ludwig Lewisohn . . . . . SEPT. 19

## THE PERMANENT HORIZON

A beautifully written, soulful search for an ultimate reality, by the author of *The Island Within* and *Expression in America*. \$2.00

By Roark Bradford . . . . . SEPT.

## LET THE BAND PLAY DIXIE

A volume of twelve distinguished short stories depicting the colored people of the South in all their moods from comedy to stark terror, by the famous author of "Ol' Man Adam and Chillun."

By Albert Payson Terhune . . . . . SEP

## THE BOOK OF SUNNYBANK

Every dog knows Sunnybank, the home of most of Terhune's famous canine characters. In this book, Mr. Terhune tells the true story of his family homestead, with interesting anecdotes of the dogs and humans who live there. Illustrations by . . .



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Paradise . . . . .  
**DIED LAUGHING**

SEPT. 19

Several seasons ago  
Viola Paradise made  
ingenious story called *Wit's End*. Now she comes through again, this  
order mystery that will delight the fans with its complete originality.  
A Harper Sealed Mystery. \$2.00

SEPT.  
5

by Ishbel Ross  
**Highland Twilight**

Promenade Deck lifted this author in one bound into the ranks of popu-  
lar best sellers. *Highland Twilight* places her several rungs higher. It's  
a charming romance of a London girl's summer in the dour Scotch high-  
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erge Duhamel . . . . .

**PA PASQUIER**

SEPT. 5

Duhamel, winner of the Prix Goncourt  
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is one of the greatest living French novelists. Already a success in Eng-  
this novel of a French family has been compared to the best of Dickens. \$2.00

William Maxwell . . . . .

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SEPT. 5

A new  
Ameri-  
novelist whose subtle insight and humor lead us to expect high praise for this  
novel. In its characters and technique it recalls the work of Katherine Mansfield.  
\$2.00

By Evan Evans . . . . .

AUTHOR OF "MONTANA RIDES!"  
**MONTANA RIDES AGAIN**

SEPT. 19

*Montana Rides!* was  
an instant best seller  
among Westerns. Now the Montana Kid rides into Mexico once more and with  
his new bandit friend, Rubriz, takes the law into his own hands. A corker! \$2.00

By Genevieve Taggard . . . . .

**NOT MINE TO FINISH**

SEPT. 19

A new volume of poetry, the  
cream of eight years of writ-  
ing, from the pen of one of America's most distinguished women poets. \$2.00

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September



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THE OLD CORNER BOOK STORE, INC.  
50 BROMFIELD STREET  
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OFFICE OF THE TREASURER

August 13, 1934.

Dear Alec:

Aren't you the lucky man to have MARY PETERS by Mary Ellen Chase! And aren't we lucky as booksellers to have a title which is not only going to sell, but also is the type of book which we know will give 100% satisfaction and pleasure to every one purchaser.

It is my guess that it will be the outstanding book this Fall.

With kindest regards,

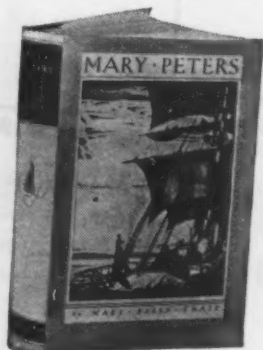
*Richard F. Fuller*

RFF:VG

Richard F. Fuller.

A. F. Blanton, Esq.,  
The Macmillan Company,  
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New York City.

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DICK  
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Corner  
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says  
of



## MARY PETERS

By MARY ELLEN CHASE

Coming Sept. 25 • Price \$2.50

Send your order for stock and  
display material NOW!

THE MACMILLAN CO.  
NEW YORK CITY

# THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

AUGUST 18, 1934

## Books and the News

### *What Are the Factors Influencing the Sale of the "Timely" Book?*

JAPAN AND CHINA are at each other's throats. The newspapers carry screaming headlines. Special correspondents are despatched to the scene. A war seems imminent. In the bookstores are some five or ten recent "timely" books, written by authorities, on the Sino-Japanese question, on the question of Russia in the Far East. Booksellers make elaborate window displays tying these books up with the daily press. Booksellers and publishers advertise these titles in the newspapers. And then perhaps the books don't sell. Why?

Hitler is lighting matches near the powder magazine of Europe. Nations are ready to fight at the drop of a hat. The Reichstag Fire trial, the anti-Semitic campaign, the Nazi-Dolfuss struggle in Austria are in everyone's mind. A dozen books on Hitler, on Germany, on Austria are published. They have a moderate sale. Hitler "purges" Germany, Dolfuss is assassinated by Austrian Nazis. One book, "Hitler Over Europe," leaps to a big sale and continues to sell steadily. Many other good books fail to jump to sales. Why?

There is a new administration in the United States. Governmental habits are changed over night. The government steps into business. It tells the farmer to plow under a portion of his crops. It regulates the banks, the stock market, industry. There is not a person in the country who is not immediately affected by the Administration in one way or another. An astute reporter spends months touring the country, talking to men and women in all levels of life, getting their first-hand reactions on what is going on. He

publishes his conversations with them in a book, a "timely" book. It has only a limited sale. Why?

Another astute reporter puts into a book a series of character sketches of the men who are changing history in Washington. It is a "timely" book. It jumps immediately onto the best seller lists. Why?

A college professor spends a year living with the thousands of boys and girls who are wandering across America from one coast to the other, homeless, defeated by the depression. He puts his experience into a "timely" book. It sells. Why?

Fascism or Communism? Conservatism or Liberalism? Individualism or Government Control? The arguments rage daily and nightly in conference rooms, over the luncheon table, in living rooms, throughout the country. Again scores of books are published, setting forth this and that point of view. One book, "The Coming Struggle for Power," starts out with a modest sale, gathers momentum, keeps selling until two years after it is published it is selling better than at publication. It has outlasted dozens of its contemporaries, no less "timely." Why?

The bookseller would probably pay good money to know the answer to these questions. Every week the publishers' salesmen trek in and out of his office, each with his quota of "timely" books. The story is always the same. The book can't miss. The topic is timely, the author an authority, the advertising appropriation adequate, the free publicity in the daily press overwhelming. Who shall say whether it will sell five copies or five hundred?



## THIS BOOK IS A WARNING TO CIVILIZATION



THE publishers believe *Hitler Over Europe* to be the most important analysis of Hitlerism ever penned. It sets down the baselines for what has happened and will happen in today's Germany. It is a powerful and reasoned attempt to deal with the entire Nazi set-up, its development, its foreign policy, its secret, its terrible internal policies, its great master minds.

Although a political analysis, it is also one of the most terrifying and blood-curdling documents the reader is ever likely to encounter.

Ernst Henri's

**Hitler over Europe**  
Price \$1.90

### Questions that are burning through today's headlines

- 1— Who is the "King of the Ruhr and Emperor of National Socialism?" Pp. 27 ff
- 2— Is Hitler destroying unemployment—or the unemployed? See Pp. 38 ff
- 3— Is the Brown International driving the world to war? See Pp. 190 ff
- 4— Could Germany win the next war? How will Goering fight Weygand? See Pp. 206 ff
- 5— What are the facts behind Germany's projected war of aero-chemistry—the new Schlieffen Plan? See Pp. 222 ff
- 6— What and who are the underground powers now fighting Hitler? Who are the Groups of Five? Who controls the amazing secret press? See Pp. 267 ff

SIMON AND SCHUSTER • PUBLISHERS • NEW YORK CITY

One of the arresting ads in the campaign conducted by Simon & Schuster for "Hitler Over Europe"

We are frank to confess that we don't know the answer. If we did we'd be rich. But we have collected, here and there, a few tips from buyers that give us at least an inkling. We pass them on for what they are worth.

In the first place, there seems to be one good reason why the great majority of "timely" books don't set sales records. That reason is the daily newspaper, the very agency which might be expected to create interest. The buyer of one of New York's largest book-

stores told us recently that customers' comments pretty conclusively showed the attitude that the book might not be up-to-date, in spite of its recent publication. What the customer wants is the latest news and comment, day by day. The book was written last month. Things may have changed since then. Maybe sometime when the whole thing is over there will be time to sit down with a book and digest the whole story. In the meantime "the paper says . . ."

Another factor influencing the sale of "timely" books is personality. There is no general rule, obviously, but *the chances are* that if the book is written by or about well-known persons whose actions are immediately close to the average reader it will have a better chance for sale than if it is written by an unknown, or about unknown people, or by or about a person too far removed from the average reader's personal life. This, perhaps, explains why "The New Dealers" sold and "The New Pioneers" did not. Certainly Kemmerer's name has been of immeasurable influence in the good sale of his book and the same is true of James P. Warburg's "The Money Muddle." One might suppose that all books about Hitler would sell for this reason, but Hitler is removed from the average person's daily life. His actions, while they may be followed avidly in the daily press, have not yet immediately affected many of the American people.

Another important factor, all other conditions being equal, is the publisher's promotion of the "timely" book. "Hitler Over Europe" would probably have sold anyway, but no one can deny that the extremely clever advertising campaign which Simon & Schuster conducted, taking advantage of the news as it happened to show the extreme up-to-dateness of the book, boosted sales considerably. A buyer told us this week that it was not sufficient for the publisher just to spend money on the advertising of a "timely" book. He must make his campaign exciting, appealing to the average reader.

Still another factor is that most elusive of all sales helps, word-of-mouth advertising. "The Coming Struggle for Power" is an excellent example of the power of this element. Credit indeed to the publishers for continuous advertising, but beyond that it was the recommendation of one reader to another that here was a book that would give a careful analysis of the capitalist struc-



ture, a measured prophesy of what might be expected in the future, that made the sales record for this title.

The fall lists bulge with "timely" books. Herbert Hoover issues his "Challenge to Liberty," a book that will be taken up by the daily press in every city and town in the country as the opening gun in the 1936 presidential campaign. Alfred E. Smith will have a book on "The Citizen and His Government." There will be "Fourth Crisis" by George A. Benson, "Without Gloves" by Frank R. Kent, "The American Diplomatic Game" by Pearson and Brown, and many others not yet announced. If world affairs continue to move as rapidly as they have in the past few months, we can expect an even greater number of books on current affairs than we have seen in the past few seasons.

What can the bookseller do about these books? The cautious buyer will order sparingly, watch closely for customer reaction

and then jump in boldly when the book catches on. This is probably the counsel of wisdom. But supposing the temptation is too great, that a book comes along that seems destined for a big sale. Then the bookseller must put every effort behind letting every potential customer hear of the book and, not only that, he must make the book itself appear exciting, authentic and indispensable. He may write personal letters to those customers who are likely to be interested in it. He may get his staff enthusiastic about it, so that it will be no effort for them to suggest it to customers as they come in the store. He will undoubtedly make an exciting window display which will point out not only the timeliness of the book, but what, exactly, it is about, what the reader may expect if he buys it. Even then he may find that he was wrong and that most of the copies lie dead on his tables. But it will probably have been worth the chance.

## Servicing the Mystery Fan

*Stock, Display and the Human Unit All Play Their Part in Successful Merchandising*

ALLAN GORDON ULLMAN

THE TERM "merchandising" has come to occupy a place of peculiar and special importance in the jargon of commerce. Coined and sponsored originally by department store pioneers, it has long served to salt the technical languages of practically every field of commercial endeavour. It is the universal lamp which our industrial Aladdins have polished to a fare-thee-well; the touchstone cherished by our leaders in mercantile philosophy; the snake-oil hawked by the principal medicine men of Merchantdom. Even in the lofty, frosty, Alpine fastnesses of the book business the term is not frowned upon, rather is it bandied about with amazing glibness if not always with amazing accuracy. All Hail, Merchandising! And what the devil does it mean?

Perhaps the following definition, evolved in 1918 by Archer Wall Douglas ("Merchandising," Macm.), will provide firmer footing and better understanding for those brave souls who will devote the next few

minutes to one who has discovered interesting possibilities in the merchandising of everyman's section of the retail bookstore, to wit: the Crime and Mystery Department.

"Briefly stated," wrote Mr. Douglas, "the purpose and function of merchandising are the providing of merchandise, or 'goods' as they are generally known in trade, in such quantities, of such quality, and in such assortments as will supply the wants, desires and tastes of the ultimate consumers for whose use they are intended." Thus cried Mr. Douglas in the wilderness of those pioneer days, and Echo answered, "So what?"

To the bookseller this interpretation of a magic word may come as a distinct, but perhaps not unwelcome, shock, especially if he has believed that attractive window-dressing, cleverly arranged stock, and semi-annual bargain sales represented the last word in merchandising. "Why!" he exclaims. "According to this, every blessed operation in the management of my shop is part of a mer-

chandising campaign." This, of course, is stark truth, and from this truth may be deduced a further truth: that the core of merchandising is *Service*—planned Service—and that unless Service is particularized and applied to every department of his enterprise, he has failed to merchandise the project completely and can expect a consequent seepage of profits.

So we approach the special example here brought up to illustrate the point: that languishing blossom, that undernourished dispenser of the perfume of profit—the crime and mystery story.

In a previous essay\* we suggested that the lowly "crime and mysteries" offered merchandising possibilities of more tangible form than any other segment of the book-industry whole. We assailed publisher and bookseller alike for certain major neglects. We asserted that the publishers' principal defection lay in the poor quality of their raw material, that the booksellers' faults were more general. Now we tackle the latter half of the infernal duo and attempt to coax our retail delinquents away from the paths of evil. We present a series of texts based on experience, observation, and study of the Great Masters: Douglas, Swinney, Hesse *et al.*

### *The Human Unit*

"In the last analysis, successful merchandising depends upon the efficiency of the human unit." Thus Mr. Douglas. The accuracy of his statement allows no objection. *Somebody has to know what it's all about.* And knowing, has to be able to apply the knowledge. Relating this to our subject, it follows that wherever "crime and mysteries" are sold there should be at least one individual who knows the field. This person should be acquainted with classifications, reader-markets, and something of the history of the genre. He must be sympathetic toward the field rather than antagonistic, must interpret and guide the tastes of his clientele rather than excuse them. Lastly, he must learn that an interest in a crime story is no stigma, no descent from acceptable intellectual and social levels. Nor does it inhibit interest in other literary fields, but may well stimulate such interest indirectly by serving as a condiment to a solider literary diet.

Assumed the knowledge, how best can it be applied?

\* See *P.W.*, July 7, 1934.

The applications are twofold: one, in buying or assisting to buy; two, in selling or assisting to sell. (A third application which depends chiefly on the initiative of the individual is concerned with market development; the two primary applications relate to the maintenance of an already established market.)

The above requires little elaboration. No merchant supplies Service who buys or sells in ignorance. In 1917, in an Alexander Hamilton Institute pamphlet, John B. Swinney wrote: "The study of merchandise is coming to be regarded as equally important with that of System and Salesmanship." Today we can say, "Brother, it has come."

### *Stock*

#### (a) Shelf Stock:

Whether the Crime and Mystery Department consists of a series of tables and shelves, or only a single shelf, it should include certain perennial fiction favorites in the novel form; at least one of the short-story omnibus volumes; a few omnibus volumes of individual authors; and, if space permits, a few non-fiction works properly classed as criminology. (Several lists of the above are available, all reasonably sound. Should anyone so desire, the perpetrator of this article will supply his own compiled from an examination and analysis of the aforementioned lists.) In addition, shelf stock will naturally include dealers' preferences which, though possibly obscure, have met with favor within the circle of his own clientele.

The uses of shelf stock should not be confined to supplying occasional calls. This stock, representing as it does lasting popular appeal, is the safest and handiest means of snaring new customers. A taste that is developed on such sound fare offers real permanency, provided that the dealer recognizes the critical faculty that will become part of the taste. Service again, as you see. We might add parenthetically that the very existence of so large a body of good material from which shelf stock may be selected is one of the factors that establishes the merchandising value of this particular department.

#### (b) New Stock:

Which of the current publishing ventures should be introduced into the shop becomes the immediate problem of the Human Unit in charge of the Crime and Mystery Depart-

ment. If he is not the actual buyer, he must be called upon for opinion and to deflect many of the travelers' expensive adjectives. He should read in advance, if possible, all alleged high-spots; if advance reading is not possible, he should attempt to extract from the publishers' advance publicity some few kernels of fact upon which to base his judgment. If the author has a good record in the shop, the task is somewhat simpler; if the author is obscure or totally unknown, the story's the thing. Finally, if the publisher has shown an intelligent interest in the genre, the bookseller should show a like interest in the publisher.

Besides the purchase of new stock, the Human Unit should keep abreast of all promotional efforts connected with said stock.

### *Selling*

Salesmanship, at retail, is largely a matter of the individual personality. Any attempt to submerge the personality in a sea of rigidly specified regulations will have negative effects, especially in the selling of articles which stand or fall by a delayed expression of satisfaction or dissatisfaction on the part of the customer. If a retail customer could be guaranteed satisfaction in his book choices, selling could be done by automatons. The nature of the commodity, however, requires selling that can be reasonably expected to pave the way to eventual satisfaction, hence the personality of the seller must inspire confidence not only in the book sold but also in the ability of the sales person to recommend accurately. This is doubly important in the selling of crime stories, principally be-

cause crime story readers seldom possess transient wants. They represent a large body of readers who demand consistent fare in the same genre. That they have been neglected is a prime merchandising error.

The essential features of the right kind of selling may be resolved into three admonitory statements: Know your books, study your customer, have confidence in yourself. With these three sources to bolster your salesmanship, Service becomes a fact.

### *Display*

Window display should also be a duty imposed upon the Human Unit. In this case, his knowledge will suggest ways and means of using the window to best advantage. He should be allowed to count upon a reasonable regularity of display time, with a period in advance of display to plan the window. The purpose of display should be twofold: to draw attention, and to direct that attention toward the department as a unit. The function of the display should be to sell "amusement," rather than "horror," "thrills," etc.

### *Summary*

This department, properly merchandised, supplies Service rather than Accommodation. Service depends upon the smooth meshing of three gears: Stock, Display, and the Human Unit. If Service is adopted as a basic requisite, a steady, profitable market will be maintained and enlarged. This market should be encouraged by the bookseller who seeks to build a permanent following in the community.

## Index Numbers Coming

Next week's issue of the *Publishers' Weekly* will contain the Annual Fall Index to Children's Books, supplemented by a survey of illustrated juveniles on publishers' fall lists and other articles pertaining to children's bookselling.

The Fall Announcement Number will appear September 15th, and will contain, as usual, a complete index of the forthcoming books from September to December.



# THE Publishers' Weekly

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*Founded by F. Leyboldt*

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August 18, 1934

**I**HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## Manufacturers and Publishers Disagree on Costs

THE PUBLICATION of cost schedules by the book manufacturing industry through its



Code Authority is a step of significance in the application of the Code principles to the booktrade, and the details of the cost schedules are being studied with closest attention by buyers of printing and binding and by the committee of twelve representing the publishers.

The printing industry was one of the first to undertake to organize itself under the NRA as the printing plants throughout the country were in great distress. Hearings began in Washington in September, and it was evident from the start that the administration intended that all branches of the printing industry should be considered as one group. At one time during the discussion it appeared as though book publishing, too, would be brought under the Graphic Arts Code. Through the initiative taken by the large plants over a year ago the making of

books was recognized as a separate industry and as such given its separate section under the Graphic Arts Code, book printing separated from other printing, book binding from other types of binding, and the industry given its own separate administration.

Many of the rules for fair practice which are contained in this Code have been long approved by book publishers as sound steps toward better conditions and were printed in the first draft of the Code last February. Others have been added in the new and extended document, which is described on other pages in this issue.

As to the establishment of the cost determination section of the document, the publishers, as is explained in detail elsewhere, have registered and are continuing to register emphatic objections. These schedules, they point out, are in reality minimum selling scales rather than scales of cost finding, while it was the latter which was authorized by the Graphic Arts Code. It would seem as though the book manufacturers were admitting that it would be impossible to set up any cost schedules without their immediately becoming minimum price schedules, and therefore that, while on this document is the positive statement that these schedules are "net cost, no profit included," in reality profits are included as well as complicated methods for making many additions to prices not justified by the costs in the efficient plants which are advantageously located.

## Welcoming New Faces

THERE WILL BE NEW FACES in the aisles of the bookstores this fall. To some extent this is always true. As people return each fall from vacation to their normal home life some proportion of those who have developed the reading habit or have acquired new interests make their way to the bookstore to join its existing clientele. Not so large a percentage of literates as should be attracted to books makes these fall pilgrimages, but there are enough to give fresh reason for revising lists for fall mailings.

We believe there will be a larger change this season in book buying habits than usual. Every newspaper, every magazine, every conversation has this year been a stimulus to new thinking, and new thinking leads very directly to books, as books supply the answers that are required. It is not going to be easy for the bookseller to anticipate every

demand, and there will be much hand-to-mouth buying and many chances for mistakes, but it ought to be an exciting year. The fall lists are already bringing echoes of approval from the bookstores because of the many titles which will make their fall "openings" something to which customers will look forward and remember.

### Who Can Benefit by This?

BY A NEW RULING of the Customs authorities, used books, as well as new books, must now be marked with the country of origin before they can be cleared by an importer. That is, a rare first edition from England the title-page of which says London but not England (which would seldom be found on any book) will be held at the Customs House until the importer shall come to the Customs House and imprint the book with "Made in Great Britain."

This is the kind of nuisance ruling that brings the government no revenue, protects no industry, delays business, depreciates the value of merchandise and renders American methods ridiculous in the eyes of the world.

Section 304 of the Tariff Act of 1922 declares that "every article imported in the United States, which is capable of being marked without injury at the time of its manufacture, shall be marked in legible English words in a conspicuous place so as to indicate the country of origin. Any such article held in customs custody shall not be delivered until so marked, in accordance with such rules and regulations as the Secretary of the Treasury may prescribe." The Act then levies a 10% extra duty on the value of goods so held whether the goods are dutiable or not, and if the mark is erased the importer can be fined up to \$5,000 or imprisoned.

Because some kinds of merchandise were coming into the country labeled "Made in Saxony" or "Made in Bavaria," instead of giving the *country* of origin as "Made in Germany," the authorities, as was announced in *P. W.* a few months ago, had ruled that the only imprints that were legal were the name of the country. The imprint of "Printed in London by —" was thus illegal or "Manufactured in Edinburgh by —." But the booktrade hardly expected

that this would apply to old and rare books. Why disfigure the books coming to American collectors when to mark the books is no advantage to anybody? Must vendettas against the goods made in some European countries be made more intensive at the cost of having the staid old booktrade put to continuing aggravation and having the American book buyer turned to smuggling if he is to own an unblemished copy of any English first of whatever century?

It does not seem possible that this was intended.

### A Permanent NRA?

THE GOVERNMENT has released the description of its proposed plan for the continuance of the NRA, and the program is now going to the President for comment or approval. According to this plan the NRA will be run by a board somewhat larger than the three-man body originally suggested by General Johnson, and under this board will be an administrator who will carry out its orders. Such a plan would be the reverse of the present program which provides for a single responsible administrator with boards appointed by him. The new policy would mean a continuation of the organization to supervise fair competition and wages and hours. Under this plan the tendency would be toward control of industry by association, that is, under direct regulation by the NRA and under conditions that are now in operation or would be developed as time goes on.

### TIME IS SHORT!

The closing date for manuscripts on a practical plan to keep good books alive is September 1. \$15 will be paid for the best article; \$10 for the second best. Get busy at the typewriter and submit *your* plan. Only persons actively engaged in bookselling are eligible. Full details of the award, sponsored by B. W. Huebsch of the Viking Press, may be found in the July 14th issue of the *Weekly*. We have already received a number of manuscripts and we would like to see many more.



## News of the Week

### Publishers Protest Against Book Manufacturers' Cost Finding Schedules

ON AUGUST 4 General Johnson, Administrator of the NRA, approved a revision of the "Cost Determination Schedules for Book Manufacturing" which had been submitted to him by the Book Manufacturing Institute via the National Graphic Arts Coordinating Committee. These schedules went into effect on August 14, ten days after the signing. The application of these price schedules to the industry has been protested by the Committee of 12 formed by the National Association of Book Publishers, of which W. Morgan Shuster is Chairman, a committee which represents all the different branches of the publishing industry.

The book publishers' contention is that while the Graphic Arts Code as passed last winter provided for schedules of "cost determination" to be used in the industry with certain conditions, the schedules now presented are not "cost determination schedules" but are, in fact, and will become, in practice, "minimum price schedules" and that there is no provision in the Graphic Arts Code for the establishment of minimum prices. Copies of these schedules were printed and, by order of the NRA, were sent out to book publishers through the National Code Authority of the Book Manufacturing Industry on Monday morning, August 13. The Committee representing the publishers met on Thursday of this week to discuss the schedules further, but they had, on receiving first press reports, sent their protest to Washington on the grounds above mentioned.

The NRA order put these schedules into effect for a period of ninety days or until further orders or revisions from the Administrator. The Code provides that no establishment shall sell any product listed in the schedule at a price lower than the cost specified less the differentials which are provided for quantities, cash discount, character of plant or distance from the market being served. A plant may sell at lower prices if such prices are not lower than its costs, such costs to be arrived at under an adequate cost accounting system. The Code Authority

may disapprove any contract made under any cost finding system upon proper investigation and on finding that the system is inadequate, and actions of the Code Authority, which is the Book Manufacturing Institute, are subject to review by the National Graphic Arts Coordinating Committee.

These Schedules of Cost Determination have been put into print in loose-leaf form and consist of thirty-four pages which cover every item in a book's production as well as methods of making contracts for book production and all the responsibilities involved therein.

The discussion of such standardization in costs has been going on for many months and the complicated character of the printing industry has made it one of the most puzzling problems the Recovery Administration has faced. The printing business is not in its essentials a manufacturing industry, as is the case with most production plants, but can be more correctly described as a service industry. The buyer provides the paper and often the plates themselves and contracts for the production of the book. The printing plant does not own or sell the articles that it manufactures and therefore cannot control the price of a product as it reaches the market. As a service industry the printer merely has the opportunity to quote when business is offered or is compelled to keep the plant idle until other opportunities to quote are offered.

The first section outlines the general provisions for a contract for producing a book, and provides that any plant which violates these contract provisions or those of the cost schedules is subject to a fine of \$500 for each offense. It provides for the terms of billing, of payment, the question of insurance, of time losses and oral agreements, all of which were printed in the Graphic Arts Code of last February. It provides for the method of calculating bids, the printer's right in rejecting obscene or libellous matter, responsibilities for editing, care of the plates, charge for over-runs, under-runs, etc. Different prob-



lems raised in binding are described, the question of count, split orders, deliveries, etc. Following these matters of contract, which are in general standardized along the lines that have been considered good practice in the trade, come the Schedules of Cost Determination as they apply to individual establishments. The publishing area of the country (roughly, the northeastern quarter of the United States) is divided into marketing regions, those surrounding Boston, New York, Philadelphia and Chicago. Each plant is then classified according to its area and must use the special sets of Cost Schedules, one set for orders inside its own area, another set in quoting in adjacent areas, and still other figures for more distant markets. The farther the market is from the plant the larger is the deductible differential that can be used in quoting. This enables plants at a distance to make competitive quotations in all areas of the country.

The plants are also classified according to the type of business done:

Type 1. Plants with composing room, pressroom and bindery.

Type 2. Composing room only.

Type 3. Composing room and pressroom only.

Type 4. Pressroom only.

Type 5. Pressroom and bindery.

Type 6. Bindery only.

In the Boston market region are located 21 plants of the various types; New York market region, 32 plants; Philadelphia region, 22 plants; Chicago region, 27 plants; outside of these areas, 10 plants. Each plant is listed by name. Other plants will be classified by the Code Authority on request.

The differentials which may be given are tabulated in detail according to these types of plants and regions of location. Straight linotype composition is listed with a basic rate of 95c per 1000 ems. Establishments which fall into Type 1 and therefore have a complete production plant can give no differential from this price in their own marketing area, but in quoting to other market regions that are allowed to give differentials of from 3c to 5c per 1000 ems, according to distance. Differentials for lowered quotations on electrotyping and stereotyping are on a percentage basis up to 5%, and on presswork there are differentials up to 6%

and 8%, according to the type of plant or the distance from the market into which the quotation is made.

In quotations on presswork text- and subscription books have lowered differentials from the costs on trade books. In binding costs the differential according to the type of plant and the market served is from 1% to 3% from the basic prices given.

There are many other specifications which will effect the cost of book production. For example: the 95c basic rate for linotype composition is for matter set with a 2 point lead, with a 1 point lead it is 5c higher, and solid matter is 10c higher. The rate for setting foreign languages is 50% higher than that for English. The monotype rate is fixed at a basic rate of \$1.33 per 1000 ems as compared to 95c for linotype. Linotype lock-up when the printing is from type is fixed at 15c a page and monotype at 20c; storage of type 2c per page per month, starting sixty days after first printing. There are additional charges for each deviation from text type and leading, for cut-in side heads, marginal sideheads, footnotes; for poetry 10c above the basic price, for plays 15c above the basic price. Front matter is given a minimum of \$3.30 a page but copyright notices and dedication pages are at \$1.40. There are also additional specifications for legends, for machine rules, initials, leadings, authors' alterations and for sets of proof beyond six sets.

In the scales for presswork upward differentials are specified for runs on large size presses, 15% extra on papers between the 35x46 and 38x50 sizes, and 30% over 38x50. Other extras concern the cutting of paper, the handling of light weight paper, deckle edges, the cost of handling customers' paper, 10% extra for printing from type instead of plates, costs for the use of extra presses, for lifting forms during a run when requested by the customer, for plate repairs, etc.

There are also schedules covering charges and allowances for line cuts, allowances for spoilage, and schedules for large edition binding providing for the different sizes, bulk, stamping requirement, etc.

Schedules for Cost Determination for the book production industry were first filed in March approved by the Administrator, but these were later cancelled as illegal on the criticisms of the publishers. At the request

of the NRA the publishers met with a committee of the Book Manufacturing Institute, and it was agreed that a Research Committee of the publishers, John Benbow, chairman, would bring forward suggestions for cost schedules that would then be considered with the printers and binders. This was done by the middle of April.

The chief contention of the publishers was, and still is, that the Book Manufacturing Industry had presented minimum *selling* schedules rather than cost determination schedules, to which would naturally be added a margin of profit. In their arguments they pointed out what they considered incontrovertible evidence, that these schedules were not cost schedules but were, in fact, intended to be used as minimum selling prices. They presented evidence that many printers had lower costs and these were arrived at by adequate cost-finding methods. The publishers believe that such plants would, under this order, be within their rights and their customers' rights in quoting lower than

the schedule announced. If quotations are thus legitimately made and are met in competition by other plants, as they are permitted to do, these printed schedules would become virtually inoperative and this would lead to much evasion and confusion.

Among points that have been raised by the publishers against the schedules as drawn, the following might be mentioned: that the schedules have been made needlessly complicated and supply innumerable opportunities for raising the cost of bookmaking beyond the needs of the individual plants involved; that in endeavoring to make flat rates for large areas the real cost of individual plants has been little considered; that the schedules would undoubtedly raise prices on small run books and the type of book which it is already difficult to publish; that the effect of this will be to reduce the number of titles and therefore reduce the amount of composition, and that there is undue discrimination against the plant with large presses in favor of those with smaller presses.

## Uniform Sales Contract

*Approved by the National Code Authority of the Book Manufacturing Industry, to Govern All Transactions in Edition Book Manufacturing, under Section 27 (1) of the Graphic Arts Code*

*Extracts from the Code of Fair Competition for the Graphic Arts Industries—Appendix of Industry No. A-4—Book Manufacturing.*

No establishment shall alter, omit, or in any way modify the terms and conditions contained in the uniform sales contract form which may be adopted by the National Code Authority, and any such alteration, omission or modification shall be a violation of this Code. [Code Appendix of Industry A-4, (g).]

When a code of fair competition has been approved or prescribed by the President under this title, any violation of any provision thereof in any transaction in or affecting interstate or foreign commerce shall be a misdemeanor and upon conviction thereof an offender shall be fined not more than \$500 for each offense, and each day such violation continues shall be deemed a separate offense. [National Industrial Recovery Act, Title I, Section 3 (f).]

### Terms

[Specified by Code Appendix of Industry A-4 (h) to (l)]

(a) After the effective date of this Code no establishment shall grant terms in excess of those herein established.

(b) 1. *Billing.*—Composition, plate-making, paper and printing shall be billed when completed; binding shall be billed upon completion of a specific order, or, at the option of the binder, as the books are shipped; provided, that all unshipped trade books shall be billed within six months after completion and all unshipped subscription and text books shall be billed within one year after completion.

2. *Payment.*—Maximum discount 2 per cent for payment in cash not later than the 15th of the month following billing; net to end of month following billing; interest to be charged thereafter at the legal rate per annum.



(c) When cash payments are not made by the end of the month following billing, only legal interest bearing trade acceptance\* may be taken, no discount allowed, and such trade acceptances must be given not later than the end of the month following date of billing.

(d) The folding, plating, gathering and/or sewing of all unordered sheets, when such work is performed by the binder, shall be billed within one year after completion.

(e) Any establishment may, for its own convenience, accept quantity orders on a deferred billing basis, provided that the date of billing meets with the approval of the National Code Authority.

### Conditions of Sale

The following shall be considered standard conditions of sale in addition to all applicable provisions of the Code:

#### I. General Provisions

1. *Customer's Property.*—Space is provided by the manufacturer to accommodate the customer for holding his property, with the express understanding that if customer uses the same, he does so at his own risk.

2. *Insurance.*—Insurance is carried by the manufacturer on the value of the labor and materials supplied by him during the progress of the work, and continues only until such time as the work is billed.

3. *Over-time.*—Over-time requested by the customer shall be billed at a price proportionate to the increased cost to the establishment of such over-time.

4. *Loss, Damage or Delay.*—Manufacturer is not responsible for any loss, damage or delay caused by fire, strikes, water, or other causes beyond his control.

5. *Oral Agreements.*—Manufacturer is not bound by any oral agreements or representations made by salesmen or others in his employ which are contrary to the provisions of the Code and/or the contract; nor for any special agreements not confirmed in writing.

#### II. Composition, Platemaking and Presswork

1. *Calculating Manuscript.*—The printer, if requested, will to the best of his ability estimate the probable number of pages which a given manuscript will make, based upon the specifications submitted with such manu-

\* The term "legal interest bearing trade acceptance" means non-renewable trade acceptances for not over 90 days bearing interest at not less than the legal rate in the State wherein the contract is executed.

script, but responsibility cannot attach to him for inaccuracies in such estimate.

2. *Price Quotations from Manuscript.*—Price quotations made from manuscript pages are based upon matter appearing in those pages only.

3. *Objectionable Manuscript.*—If at any time during the process of manufacture printer finds that, in his opinion, a manuscript contains obscene or libelous matter and, for that reason, declines to continue work thereon, he shall be entitled to payment for all work already done; or if customer will adequately indemnify the printer against any loss, damage or penalty, printer shall complete the work.

4. *Composition from Manuscript.*—Printer's responsibility shall be confined to a careful composition from manuscript. In no case after proofs have been okayed by the customer shall any claim be made against printer for any error, provided errors later discovered have not originated after return of such okayed proofs, and are foreign to any marks thereon. Printer's liability shall not exceed that of correcting type or plates.

5. *Editing of Manuscript.*—In no case will printer be responsible for editorial inconsistencies in manuscript unless there is an agreed-upon editorial charge.

6. *Plates.*—Plates ordered shipped from printer's plant are subject to handling and cartage charges.

7. *Over-runs or Under-runs.*—There shall be a tolerance of 10% for over- or under-count, and this shall be charged for or deducted on the proportionate basis of the press-work price.

8. *Paper.*—Where paper is supplied by the publisher, printer will not be responsible for balance lots of less than one ream, and at the end of each calendar year said lots shall be eliminated from the inventory.

#### III. Edition Bookbinding

1. *Receipt of Material.*—All printed sheets must be properly jogged up, cut to size, and imposed for binder's equipment.

2. *Count.*—The binder will not be required to hand-count sheets or other material supplied by the customer or his authorized agent. The basis of count shall be the folded and gathered record made as soon after receipt as practical.

3. *Balance of Editions.*—Folding, plating, gathering and/or sewing on all unordered



sheets is to be completed by the binder, unless a written agreement to the contrary is made with the customer. Billing of all such work performed shall be made within one year from completion.

4. *Split Orders*.—When customer's delivery requirements necessitate splitting of orders, each lot separately bound shall be charged for at a commensurate price for the smaller quantity.

5. *Specimen Covers*.—At customer's request binder will make without charge one lot of specimen covers. Additional lots will be charged for on a cost basis. Should specimen covers not be followed by regular edition order, all specimen covers furnished shall be charged for.

6. *Delivery of Books*:

(a) To Publisher's Warehouses: Delivery to door or floor shall constitute complete delivery.

(b) All prices, unless otherwise specified, shall be quoted f.o.b. main office of purchaser.

(c) To Stores: When a manufacturer delivers books to book stores an additional charge shall be made for deliveries of less than 100 books at a time.

7. *Imperfect Books*.—The binder will not be responsible or liable in any way for defects in paper or printing which appear on the inside of folded signatures, unless the contract between the customer and the binder covers the presswork as well as the binding. Binder's liability for defective work shall be limited to the cost of paper, presswork, binding and transportation charge.

8. *Over-runs*.—The binder shall be allowed a tolerance of 10% over or under the quantity ordered, excepting that when order is for entire edition binder shall charge for all overs.

9. The discount for payment in cash specified in paragraph (j)—2 of the Appendix to the Code shall apply to the binding, only in case the work is billed as soon as the binding is completed. When delivery and/or billing takes place subsequent to the date of completion such bill shall be net on the 15th of the following month, except when the binding is done in advance of the required delivery date at the request of and for the convenience of the manufacturer.

## Noble and Noble Incorporate

ANNOUNCEMENT has been made of the incorporation of the partnership of Noble and Noble, 76 Fifth Avenue, New York City. The new name will be Noble and Noble, Publishers, Inc. This change was adopted solely for the purpose of administration and in no way involves any change in the organization. The new directors and officers are composed of the former partners who control the entire stock issue—none of which is for sale. G. Clifford Noble was elected president and treasurer; J. Kendrick Noble, vice president, and Stanley R. Noble, secretary.

G. Clifford Noble is rounding out nearly a half century in textbook publishing. He was formerly an officer of Hinds, Noble and Eldredge and a partner in Hinds and Noble and Barnes and Noble, Inc. Several years ago he sold out his interest in Barnes and Noble, Inc., to Mr. Barnes so that he could devote his entire time to the development of Noble and Noble's publishing business.

J. Kendrick Noble, who has been associated with the firm for thirteen years, will continue to act as sales manager for the New York territory and Stanley Noble, who has been with the firm for the past seven years, will continue as manager of the High School and College Departments.

Noble and Noble is largely active in the New York City Public School field. In addition, the Company has several State contracts. Its books have been widely adopted throughout the United States, the Philippines, Porto Rico, and many foreign countries.

## Druggists Uphold Their Code

A POLL OF DRUGGISTS in 43 States and the District of Columbia, 95% of whom could be classed as "small businesses," made recently by *Drug Topics*, sheds some interesting light on the reaction of small retailers to operation under the code. 89.5% of those questioned favored continuation of the National Retail Drug Code after it has officially expired on June 16, 1935. 8.5% did not favor continuation, while 2% did not answer. To the question, "if the code were continued after June, 1935, would you want wages revised upward or downward?" 75.3% voted upward; 6.5% downward, and 7.1% left as now. 49.4% indicated a desire to have store hours and minimum working hours shortened, 19% would have them increased, and 19.2% left as

now. 87.4% answered "no" to the question "do you think that the Retail Drug Code would be better for you if it were limited to hour and wage provisions instead of including trade practices." 8.9% answered "yes" to that question. 92.9% felt that trade practice provisions should be made more stringent. It was the opinion of 76.8% that the present cost definition should be continued, and 87.4% felt that there should be written into the code a stop-loss provision prohibiting the sale of nationally advertised goods below 21% under the nationally advertised price. The favorite mark-up to be added to the present cost to help pay for labor and overhead was 28%, favored by 43.7% of those answering.

### Younger Men Coming to Fore in Germany, Eisele Says

YOUNGER MEN are taking their places in the foreground of the German booktrade, just as they are coming to the front in German national affairs, according to Ernest Eisele, president of B. Westermann & Co., who has just returned from four weeks abroad. Mr. Eisele was in Berlin during the time of the "purge" of the Nazi party.

"There is a movement to put the common weal before personal gain," Mr. Eisele told a representative of the *Publishers' Weekly* last week. "The training of bookstore clerks has been intensified. They are made to pass regional examinations before being allowed to graduate from their apprenticeships in the bookstores. This is a very interesting experiment. The German booktrade is stressing cooperative advertising and cooperative action. Under the Reichsschrifttumsstelle six books on subjects of the day and six books of belles-lettres are chosen each month for nation-wide publicity. These may be new or old titles. There is also a contest each month offering prizes for essays on one of the books."

Mr. Eisele said that he had found very little interference by the government with publishing, except that Communistic and Socialistic literature was not allowed to be published. Most of the older houses, he said, continue without much change, and there is a rather well-assorted stock in the bookstores.

While in Germany, Mr. Eisele attended one of the regional meetings of the booktrade, which he said was very much like our booksellers' conventions except that it was more

sedate. Here the booksellers discussed trade problems and how to meet them. Even the smallest circulating libraries in Germany are regulated, with fixed fees, depending upon the size of the city. Department stores continue to sell books, but are not allowed to offer regular bookstore services.

### Department Store Sales Drop

DEPARTMENT STORE SALES showed a decrease from June to July of somewhat more than the estimated seasonal amount, although they were 3% higher than for July a year ago, according to the Federal Reserve Board. The index, making allowances for the difference in the number of business days and seasonal changes, was 72 in July compared with 74 in June and 77 in May. The aggregate of sales for the first seven months of 1934 was 16% higher than for the same period last year. Decreases from a year ago were shown by two Federal Reserve districts: Boston was 2% behind for the month and San Francisco was 9% behind. Other districts showed increases as follows: Atlanta, 21%; Richmond, 16%; Dallas, 14%; Chicago, 10%; Kansas City, 7%; Philadelphia, 5%; Cleveland, 4%; St. Louis, 4%; Minneapolis, 1% and New York 1%.

### American Education Week, November 5-11

AMERICAN EDUCATION WEEK, sponsored by the National Education Association, the United States Office of Education and the American Legion, will be observed this year November 5-11. The program will be built around the theme, "Educating for Tomorrow." It is estimated that between eight and nine million persons participated in the observance of this week in 1933. The purpose of the Week is to enable the public to participate in selecting the objectives and appraising the results of education.

### More About Kane & Kane

BOOKSELLERS desiring further information regarding Charles Weisberg, who operated as Kane & Kane, and who has been arrested on a charge of using the mails in a scheme to defraud, can address R. P. Allen, Post Office Inspector at the Office of the Inspector, Post Office, New York City. Weisberg is being held in the New York Federal House of Detention pending indictment and trial.







"With school and college text-books," Mr. Ayres reports, "the situation is different. Far different. The Retail Code forces us to add 10% to our invoice prices. The text-book publishers will quote the schools at the same discount they offer us, so they can beat us on all bids, by 10%. Our Code Authority reports that this is perfectly proper so we can have the privilege of watching all our school business go to Chicago and New York, while we have such consolation as can be afforded by the thought that it is strictly in accordance with our code."

✱ ✱

Maurice Firuski, formerly proprietor of the Dunster House Book Shop of Cambridge and now of the attractive Housatonuc Bookshop in Salisbury, one of Connecticut's beautiful hill towns, was married on July 23rd at Giverny, France, to Elvia Scoville of Salisbury.

✱ ✱

Alfred LaBelle, who runs a bookstore in Birmingham, Michigan, and a summer bookshop at Mullet Lake, writes us, "While dining in a Michigan shore resort I chanced upon a bookshop notice bearing the name of W. Solle and the place of the bookshop was given as Omena, Michigan. So I traveled some distance to the place Omena where a small sign invited us in and lo and behold here was Will Solle, whom last I had seen in Chicago at Kroch's. Solle seems to be enjoying himself there and is getting quite a kick out of it. He has not changed, he is still Solle, effervescent, affable and as bookish as ever, quite a wonder to the natives round about. Omena is an Indian village and the whites around say he knows more about the people there than they do. He has a mania for inspecting the lofts of the various stores and attics of various homes and will find something of great value to more or less compensate for the rest, which it was so necessary for him to take."

### News from Publishers

Ely Culbertson has signed a contract with Charles F. Kint, Sr., President of the John C. Winston Company, which makes him one of the highest paid authors in the world with a guaranteed royalty of \$500,000 for the exclusive publication rights of his line of new Bridge books starting with the "Red Book on Play." His organization, The Bridge



*Charles F. Kint, Sr., president of Winston, looks on as Ely Culbertson signs a contract making Winston his publisher and assuring him a guaranteed royalty of \$500,000 for his line of Bridge books*

World, will continue publishing *The Bridge World Magazine* and the Bridge books previously issued.

After successfully publishing his own books with total sales of 1,200,000 copies Mr. Culbertson says: "I have decided to retire as an amateur publisher. It takes much more time to sell books than to write them and I prefer my modest job as a Bridge doctor and official kibitzer to a few million Bridge fanatics."

✱ ✱

Scribner has a winner in "So Red the Rose" by Stark Young. Just now it is selling at the rate of 1000 a day, and there have been seven large printings to date.

✱ ✱

Covici, Friede announces that the dollar edition of "The Well of Loneliness," which was limited, has been exhausted and is completely out of stock. Altogether some 40,000 copies of this edition were sold. A new edition in a larger format with a frontispiece photograph of Radclyffe Hall will be ready in a few weeks, at \$2.

Little, Brown went to press August 8th with the Autographed edition of A. Edward Newton's "Derby Day, and Other Adventures" which will be published September 21st. Since Mr. Newton's time and the shipping facilities at his home are not equal to his good nature, the publishers say, he has agreed not to autograph any copies of this new book other than those in the Autographed edition.

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The University of Pennsylvania Press has completed arrangements to act as publishers for the American Philosophical Society, the oldest learned society in America, established in 1727 by Benjamin Franklin.

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Smith and Haas will issue in November a limited edition of 1000 copies of "Seven Gothic Tales," containing seven full-page illustrations in color by Mme. Majeska.

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With the payment of all back pay due to Chicago school teachers this week, \$22,000,000 is expected to be put into circulation. Some of this money ought to find its way into booksellers' cash registers as the money is being released to a book-buying class.

### *Changes in Address*

*Boston, Mass.*—The Book Clearing House has moved from 226 Tremont Street to 237 Huntington Ave.

*Detroit, Mich.*—The Classic Book Shop moved from 27 to 33 W. Warren.

*New York City*—On July 23rd, Bigelow, Brown & Co., Inc., publishers and jobbers, moved their stock and shipping departments from the Bush Terminal, Brooklyn, and their office from 286 Fifth Ave., New York City, to 915 Broadway.

### *Changes in Management*

*Frankfurt am Main, Germany*—F. B. Aufarth has bought the export department of Joseph Baer & Co. The address is Rossmarkt 11.

*Tampa, Fla.*—In the notice concerning the sale of the Don Quixote Book Shop in the August 4th issue we incorrectly placed the shop in St. Petersburg. It is located in Tampa, Fla.

## Obituary Notes

### MARY AUSTIN

MARY AUSTIN, American author, died of a heart attack on August 13th at the age of 65. For sixteen years she lived in the California desert, working like an Indian woman, studying Indian lore and the nature and properties of the desert. She wrote a score of books, several of which will not be overlooked by future historians of the Southwest because they accurately and with penetration describe in fiction, fact and drama, phases of Western development that are rapidly passing away. Her books include "The Man Jesus," "Isidro," "A Woman of Genius," "The Green Bough," "The Land of Little Rain," "The American Rhythm," "The Children Sing in the Far West" and an autobiography, "Earth Horizon." Mrs. Austin's "Can Prayer Be Answered?" is on Farrar & Rinehart's fall list.

### AUGUSTUS H. THOMAS

AUGUSTUS THOMAS, American playwright, died on August 12th at the age of 77. He was the author of, among others, such dramatic successes as "Alabama," "Colonel Carter of Cartersville," "The Witching Hour," "In Mizzoura," and "Arizona."

### WILFRED H. MUNRO

WILFRED HAROLD MUNRO, professor emeritus of Brown University, and distinguished historian, died on August 9th at the age of 84. He was an authority on the history of Rhode Island, and was the editor of the new edition of the "Works of W. H. Prescott" which was published in 22 volumes early in the century.

### HERBERT A. GIBBONS

DR. HERBERT ADAMS GIBBONS, American author and journalist, died in Austria on August 7th at the age of 54. Dr. Gibbons served as foreign correspondent for many American newspapers and magazines. He was a writer on international affairs and the author of more than two dozen books on the Ottoman Empire, Africa, Poland, Asia, Greece, France and South America. His later books include "A Selected Bibliography of the World War," "Ports of France," "Life of John Wanamaker," "Europe of Today," "The New Map of South America," "Nationalism and Internationalism," and "Contemporary World History."

# American Book Councillor Lists



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## GERMANY

Approved by Oswald Garrison Villard, Contributing Editor to the *Nation* and author of "The German Phoenix," published by Smith & Haas.

- THOMPSON, JAMES WESTFALL. "Feudal Germany." '28 *Univ. of Chicago Press*, \$5.  
Studies of significant phases in German institutions between the 9th and the 12th centuries.
- HENDERSON, ERNEST FLAGG. "Short History of Germany," rev. ed. '23 *Macmillan*, \$5.  
One of the best volumes on the period from 1517 to 1914.
- PINNOW, HERMANN. "History of Germany." '33 *Macmillan*, \$2.75.  
The growth of the German nation and government through a thousand years.
- GOOCH, G. P. "Germany." '25 *Scribner*, \$5.  
An historical summary precedes an interpretation of the political, social and intellectual forces at work since 1914.
- LUEHR, ELMER. "The New German Republic." '29 *Minton, Balch*, \$5.  
The rise of Republicanism after the armistice and the working of various plans of rehabilitation.
- DIESEL, EUGEN. "Germany and the Germans." '31 *Macmillan*, \$2.  
A candid interpretation of the new Germany which discusses racial elements, art, education and religion.
- LUDWIG, EMIL. "Bismarck." '27 *Little, Brown*, \$5; *Blue Ribbon Books*, \$1.  
The life of the great German statesman of the 19th century.
- BULOW, BERNHARD VON. "Memoirs." '31-'32 *Little, Brown*, 4v. \$5 each.  
Memoirs of a German diplomat and statesman who lived from 1849 to 1929.
- EULENBERG, HERBERT. "The Hohenzollerns." '29 *Appleton-Century*, \$4.  
The story of the German dynasty which built up the empire and lost all title and power after the World War.
- OLDEN, RUDOLF. "Stresemann." '30 *Dutton*, \$3.  
A German who was Chancellor and Minister of Foreign Affairs during Germany's reconstruction after the World War.
- HITLER, ADOLPH. "My Struggle." '33 *Houghton*, \$3.  
Hitler's own story of his life and statement of his beliefs, aims and methods.
- MOWRER, EDGAR ANSEL. "Germany Puts the Clock Back." '33 *Morrow*, \$2.50.  
An American journalist tells of the recent collapse of democracy in Germany.
- "Germany: Twilight or New Dawn." '33 *Whittlesey House*, \$2.  
An anonymous author explains the significance of the upheaval and its causes.
- HOOVER, CALVIN B. "Germany Enters the Third Reich." '33 *Macmillan*, \$2.50.  
A critical study of the National Socialist Party's regime in Germany.
- ARMSTRONG, HAMILTON FISH. "Hitler's Reich." '33 *Macmillan*, \$1.  
The Editor of *Foreign Affairs* reports on conditions in Germany.
- EINZIG, PAUL. "Germany's Default." '34 *Macmillan*, \$3.  
Shows the connection between Germany's default on her foreign debt and the Nazi regime.
- "Nazism: An Assault on Civilization." '34 *Smith & Haas*, \$2.50.  
Articles on various aspects of the world wide Nazi movement.
- STOWE, LELAND. "Nazi Means War." '34 *Whittlesey House*, \$1.50.  
How Germany is building up a war machine and a war psychology.
- POWELL, E. ALEXANDER. "The Long Roll on the Rhine." '34 *Macmillan*, \$2.50.  
A traveler comments on the present situation in Germany.
- BANSE, EWALD. "Germany Prepares for War." '34 *Harcourt, Brace*, \$3.  
A German professor reveals the military aims and preparations of Germany.
- RADIN, PAUL. "The Racial Myth." '34 *Whittlesey House*, \$1.50.  
Professor Radin of the Department of Anthropology of the University of California disputes the theory of Nordic superiority.
- "The Berlin Diaries: May 30, 1932-January 30, 1933." '34 *Morrow*, \$2.75.  
Frank revelations about Brüning's fall and Hitler's rise by General X who was in the German War Office.
- SHUSTER, GEORGE N. "The Strong Man Rules." '34 *Appleton-Century*, \$2.  
A liberal interpretation of events in Germany from personal observation.
- HENRI, ERNST. "Hitler Over Europe." '34 *Simon & Schuster*, \$1.90.  
A sensational analysis of the forces working behind the Nazi regime.

Prices subject to change without notice



# Market News

## One Month from Now—A Forecast

FROM BED TO WORSE, by Robert Benchley. *Harper*, \$2.

I AM A COSSACK, by Boris Kamyshansky. *Longmans, Green*, \$2.50.

THIS LITTLE WORLD, by Francis Brett Young. *Harper*, \$2.50.

COURAGE FOR TO-DAY, by Dr. Preston Bradley. *Bobbs-Merrill*, \$1.50.

THE INTELLIGENT MAN'S GUIDE TO EVERYTHING, by Ogden Nash. *Simon & Schuster*, \$2.50.

DERBY DAY, AND OTHER ADVENTURES, by A. Edward Newton. *Little, Brown*, \$4.

MEMOIRS OF DAVID LLOYD GEORGE, v. 3. *Little, Brown*, \$4.

MY SHADOW AS I PASS, by Sybil Bolitho. *Viking Press*, \$2.50.

SALVATION, by Sholem Asch. *Putnam*, \$2.50.

WE ACCEPT WITH PLEASURE, by Bernard De Voto. *Little, Brown*, \$2.50.

ZAHAROFF, KING OF ARMS, by Robert Neumann. *Little, Brown*, \$3.50.

I WORKED FOR THE SOVIET, by Countess Alexandra Tolstoy. *Yale University Press*, \$3.

THE LETTERS OF GAMALIEL BRADFORD, ed. by Van Wyck Brooks. *Houghton, Mifflin*, \$4.50.

MARY PETERS, by Mary Ellen Chase. *Macmillan*, \$2.50.

MASKS OFF AT MIDNIGHT, by Valentine Williams. *Houghton, Mifflin*, \$2.

Sept. 19. Or, Comforting Thoughts about the Bison. Illustrated by Gluyas Williams.

Sept. 19. A personal narrative of Cossack life by one who escaped to America after the Revolution.

Sept. 19. A novel of the English countryside by the author of a number of best sellers.

Sept. 20. Spiritual advice for troubled modern times by the Chicago pastor well-known to the book world for his extremely popular book-talks.

Sept. 20. An omnibus Nash, half of it new material. Illustrated by Soglow.

Sept. 21. Six literary papers, four essays on sport and six other essays of personal adventure.

Sept. 21. Covering America's entry into the World War.

Sept. 21. A biographical-novel of the late William Bolitho, by his widow.

Sept. 21. Putnam's expect a large advance on this new novel by the author of "Three Cities." It will have extensive daily and Sunday advertising in N. Y. and Chicago papers.

Sept. 21. Sixteen months in the lives of a group of sensitive and civilized people.

Sept. 21. Biography of the world-famous armament manufacturer and mystery man.

Sept. 25. The author's experiences in Russia from the Revolution to 1928.

Sept. 25. Sell it to your "Journal of Gamaliel Bradford" customers.

Sept. 25. Her popular autobiography "A Goodly Heritage" has paved the way for this Maine novel that Macmillan will push in a big way. See p. 395 of the Aug. 11th *P. W.* for dealers' helps. All this display material is ready now.

Sept. 25. A new mystery by the author of "The Clock Ticks On" and "The Portcullis Room."

## Out This Week

APPOINTMENT IN SAMARRA, by John O'Hara. *Harcourt, Brace*, \$2.50.

BIG STEEL, by Leslie Swabacker. *Macaulay*, \$2.50.

GOING ABROAD, by Rose Macaulay. *Harper*, \$2.50.

THE PEEL TRAIT, by Joseph C. Lincoln. *Appleton-Century*, \$2.

PRAYER FOR THE LIVING, by Bruce Marshall. *Knopf*, \$2.50.

THE SECOND HOUSE FROM THE CORNER, by Max Miller. *Dutton*, \$2.50.

There has been and will be so much enthusiastic comment on this first novel that we don't need to add ours. Don't offer it to your ultra-conservative customers, however. The book already has a 5,000 advance. The first printing is 7,500 and paper for a second printing of 10,000 has been ordered.

A novel of the steel industry. Macaulay reports unexpectedly large advance orders from steel centers and the Wall St. bookstores.

An amusing novel of Oxford Groupers bent on reforming everybody in a Basque resort village.

A big advertising schedule covers all the large cities. A three panel poster in color reproduces the attractive wrapper picture. Pictorial map endpapers also used in display material.

A boys' school in Scotland during the War is the setting for the new novel by the author of "Father Malachy's Miracle."

Did you see three of the chapters in *The New Yorker*? This should boost sales.

# Market News

## Current Best Sellers

- ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3.
- LAMB IN HIS BOSOM, by Caroline Miller. *Harper*, \$2.50.
- SO RED THE ROSE, by Stark Young. *Scribner*, \$2.50.
- HOLY DEADLOCK, by A. P. Herbert. *Doubleday, Doran*, \$2.50.
- GOOD-BYE, MR. CHIPS, by James Hilton. *Little, Brown*, \$1.25.
- THE ROAD TO NOWHERE, by Maurice Walsh. *Stokes*, \$2.50.
- I, CLAUDIUS, by Robert Graves. *Smith & Haas*, \$3.
- STARS FELL ON ALABAMA, by Carl Carmer. *Farrar & Rinehart*, \$3.
- WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75.
- LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50.
- NIJINSKY, by Romola Nijinsky. *Simon & Schuster*, \$3.75.
- YOU MUST RELAX, by Edmund Jacobson. *Whittlesey House*, \$1.50.
- NEW CAREERS FOR YOUTH, by Walter B. Pitkin. *Simon & Schuster*, \$1.50.
- The only novel to appear on the list of best sellers in every city in the *Times*. The week's leader in Washington, Atlanta and San Francisco. The *Daily News* reports it first in Chicago.
- Leader on the latest *Herald Tribune* best seller list.
- Prominent reviews with immediate sales results. N. Y., Philadelphia, Chicago and New Orleans stores list it first in the *Times*. McClurg's best fiction seller during the past week. Seventh printing in three weeks.
- An August book that had good reviews and is having good sales everywhere.
- 20th thousand.
- 10th thousand. Preston & Rounds, Providence; Britannica Book Shop, N. Y.; Loeser's, Brooklyn; and Judd's, New Haven, told us it outsold all other fiction in their stores last month.
- 13th thousand.
- 5th printing. Stores in N. Y., Boston, Washington, New Orleans, and San Francisco report it their non-fiction best seller for the past week in the *Times*.
- The leading non-fiction title on the *Herald Tribune* best seller list. First at six Philadelphia stores.
- Selling well everywhere.
- Five Chicago stores report it their best seller of the past week in the *Times*.
- Selling well everywhere.
- N. Y., Philadelphia, Washington and Chicago report it a best seller in the *Times*.

## Other Bookstore Favorites

- RIVERS GLIDE ON, by A. Hamilton Gibbs. *Little, Brown*, \$2.50.
- AND QUIET FLOWS THE DON, by Mikhail Shokolov. *Knopf*, \$3.
- THE GORGEOUS HUSSY, by Samuel Hopkins Adams. *Houghton, Mifflin*, \$2.50.
- THE CROOKED LANE, by Frances Noyes Hart. *Doubleday, Doran*, \$2.50.
- TOM TIDDLER'S GROUND, by Edward Shanks. *Bobbs-Merrill*, \$2.50.
- HITLER OVER EUROPE, by Ernst Henri. *Simon & Schuster*, \$1.90.
- IF YOU WANT TO GET AHEAD, by Ray W. Sherman. *Little, Brown*, \$1.50.
- Second printing. Travers Book Store, Trenton; Quill Book Shop, Philadelphia; Scrantom's, Rochester; and Wide Awake Book Shop, Wilkes-Barre, told us it was their leading fiction title during the past month.
- Fourth printing. Listed in the *Times* by Philadelphia and Chicago stores.
- A favorite in the South. Last month's best seller at the Charlotte (N. C.) Book Shop.
- Just out, it is already reported a best seller by Philadelphia stores. Fourth on McClurg's latest best seller list.
- Appears on the Chicago *Daily News* list. Bobbs-Merrill has a poster available.
- Second in non-fiction sales at Brentano's (N. Y.) last week.
- Having a quiet but continuous sale in many stores.

# Market News

## Notice to Control Card Users

"YOUR MEALS AND YOUR MONEY" by Gove Hambidge (Whittlesey House) has been postponed from Aug. 13th to Aug. 23rd.

The price of "Tender Cheeks" by Wolfe Kaufman (Covici, Friede) has been changed from \$2 to \$2.50.

"Hero and Leander" by Christopher Marlowe (Covici, Friede) has been postponed from Sept. 25th to Oct. 15th.

## Book Business to Be Resumed

WALLIS HOWE, JR., has announced that *Book Business* which suspended operations early in the summer will be resumed as a monthly on September 15th. Mr. Howe is still sole owner of the paper. Advertising will still be carried at the rate of 10 cents a line, but book advertisers in the *Atlantic Monthly* will be given free the same amount of space in *Book Business*. This new arrangement starts with the October issue which closes August 28th.

## Cook Book Reissued

"JANE LOUISE'S COOK BOOK" by Louise Price Bell, which has been out of print for two years, is being reissued in a new and revised edition by Coward-McCann, at the original price of \$1.50.

## Correction

THE NEW BOOK by Alfred Neumann, announced in the Market News Department on August 11th as "The New Caesar" to be published by Knopf on September 17th, will be published as "Another Caesar" on October 29th. It is based upon the life of Louis Napoleon Bonaparte, not the great Napoleon.

## Radio Review Series

DOROTHY A. BRAUN is giving a series of book reviews every Monday morning at 11 o'clock over WTMJ in Milwaukee. Miss Braun also writes a column of book reviews for the *Weekly* of the three Schuster stores in Milwaukee and gives oral reviews at Parent-Teacher association meetings, social clubs and churches.

## Changes in Price

COVICI, FRIEDE INC., PUBLISHERS

The price of "The Well of Loneliness" by Radclyffe Hall will be increased from \$1.00 to \$2.00 on October 1st.

COWARD-McCANN

"Mirth and Mystery" by Dale Collins has been reduced from \$2 to \$1.

"Memoirs of a Fox Hunting Man" by Siegfried Sassoon, Deluxe edition, has been reduced from \$7.50 to \$3.

"Mother Goose" by Berta and Elmer Hader has been reduced from \$3.50 to \$2.50.

"The Enchanted Jungle" by Isidore Lhevinne has been reduced from \$2.50 to \$2.

ALFRED A. KNOPF

Effective August 27th the price of "The American Language" by H. L. Mencken will be reduced from \$5 to \$2.

Effective October 29th the price of "The Macadam Trail" by Mary Day Winn and E. H. Suydam will be reduced from \$5 to \$2.75.

## Book Club Selections

LITERARY GUILD

September—"Captain Nicholas" by Hugh Walpole. *Doubleday*.

BOOK-OF-THE-MONTH CLUB

September—"Black God" by Doris Manners-Sutton. *Longmans*.

LUTHERAN BOOK CLUB

August—"The Teachings of Jesus" by B. Harvie Branscomb. *Cokesbury*.

SCIENTIFIC BOOK CLUB

August—"Science for a New World." Planned and arranged by the late Sir J. Arthur Thomson. Edited by J. G. Crowther. *Harper*.

RELIGIOUS BOOK CLUB

August—"Beyond Damascus" by F. A. Spencer. *Harper*.

CATHOLIC BOOK CLUB

August—"Strong Man Rules" by George Shuster. *D. Appleton-Century*.

September—"Roman Spring" by Margaret Chanler. *Little, Brown*.



# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

Ar: Fine Arts    Dr: Drama    Hi: History    Po: Poetry    Sp: Sports  
Bi: Biography    Ec: Economics    Ju: Juveniles    Re: Religion    Tr: Travel  
Bu: Business    Fi: Fiction    Mu: Music    Sc: Science

- Abbott, Jane Ludlow Drake [Mrs. Frank Abbott]** Ju  
Martha the seventh. 288p. il. D [c. '26] N. Y., Grosset .75
- Adams, Grace Kinckle [Mrs. Edward Hutter]** Ju  
Your child is normal; the psychology of young childhood. 241p. (3p. bibl.) D [c. '34] N. Y., Covici, Friede 2.00  
A guide to the minds of children in their first seven years.
- Albert, Arthur L.** Ju  
Electrical communication. 448p. il. O '34 N. Y., Wiley 5.00
- Alcott, Louisa May** Ju  
Under the lilacs; il. by Eunice Stephenson. 288p. il. (pt. col.) O (Children's b'kshelf) [c. '34] Phil., Winston 1.00
- Allen, Merritt Parmelee** Ju  
Drake's sword. 226p. il. D '34, c. '31-'34 N. Y., Appleton-Century 2.00  
An adventure tale for boys that is laid in the swash-buckling, buccaneering days of Henry Morgan, in the middle of the 17th century.
- Anonymous** Fi  
The indiscreet confessions of a nice girl. 270p. D [c. '34] N. Y., Godwin 2.00
- Babcock, Mrs. Bernie Smade** Fi  
The soul of Abe Lincoln. 328p. O [c. '19] N. Y., Grosset 1.00
- The soul of Ann Rutledge; Abraham Lincoln's romance.** Fi  
322p. O [c. '23] N. Y., Grosset 1.00
- Bagley, William Chandler** Fi  
Education and emergent man. 252p. (bibl.) D (Nelson educ. ser.) c. N. Y., Nelson 2.00  
The theory of education with particular application to public education in the United States.
- Balzac, Honoré de** Ju  
Letters to his family, 1809-1850; ed. by Walter Scott Hastings. 511p. O '34 Princeton, N. J., Princeton 5.00
- Barbour, Ralph Henry [Richard Stillman Powell, pseud.]** Ju  
The scoring play. 287p. front. D c. N. Y., Appleton-Century 2.00  
The story of a stirring football season at a boys' prep school.
- Barclay, Wade Crawford** Re  
The world mission of the Christian religion. 301p. (bibl.) D (Standard training ser.) [c. '34] Nashville, Cokesbury 1.25  
A leadership training textbook which emphasizes the importance of the Christian religion as an aid in solving the social and economic problems of today.
- Baring, Maurice** Bi  
In my end is my beginning. 327p. (bibl.) O (Alblab'ks) [c. '31] N. Y., Knopf 2.50  
The first volume in this series of new and cheaper editions of "good books that have proved to be of permanent interest and value." Issued in a uniform binding. See also *Gide, Mirsky, Taggard* and *Vollard*.
- Baum, Vicki [Frau Richard Lert]** ★ Fi  
Helene; tr. [from the German] by Ida Zeitlin. 312p. D (Popular copyrights) [c. '32, '33] N. Y., Grosset .75
- Becker, Edna** Ju  
Hugh and Denis. 277p. il. D c. Caldwell, Id., Caxton Printers lea. cl., 2.00  
Twelve tales of two boys of the Middle Ages.
- Black, Mrs. Dorothy** Fi  
Wise folly. 288p. D (Popular copyrights) [c. '33] N. Y., Grosset .75
- Bradley, Mary Hastings [Mrs. Herbert Edwin Bradley]** Fi  
Unconfessed. 295p. D '34, c. '33, '34 N. Y., Appleton-Century 2.00  
A mystery romance with a houseparty setting.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

**Breed, Charles B. and Hosmer, George L.**

Principles and practice of surveying; v. 2, Higher surveying; 4th ed. 603p. il. D '34 N. Y., Wiley flex. cl., 3.50

**Breed, David Riddle, D.D.****Mu**

The history and use of hymns and hymn-tunes [8th ed.]. 364p. D [c. '03, '34] N. Y., Revell 2.00

**Brush, Katharine Ingham [Mrs. Hubert Charles Winans]****Fi**

Other women. 307p. D (Popular copyrights) [c. '29-'33] N. Y., [Grosset] .75

**Bunin, Ivan Alexsievich****★ Fi**

Grammar of love; tr. [from the Russian] by John Cournos. 221p. D c. N. Y., Smith & Haas 2.00  
Ten short stories, hitherto unpublished in English, by the winner of the Nobel Prize in 1933.

**Butler, Ovid McOuat, ed.**

Youth rebuilds; stories from the C.C.C. 189p. il. D c. Wash., D. C., Amer. Forestry Ass'n 2.00  
A collection of personal experience stories written by men of the Civilian Conservation Corps.

**Carlyle, Richard****Po**

Demon greed. 107p. il. D c. Los Angeles, [Carlyle Pub'ns, 667 S. Carondelet St.] 2.00  
In this poem the author shows how man has long distorted the beautiful things of life through greed and avarice.

**Carroll, Eleanor Elliott****Fi**

Weaver of dreams; a love story. 248p. D [c. '34] N. Y., Chelsea House .75

**Cassilly, Francis Bernard****Re**

Religion: doctrine and practice; for use in Catholic high schools; 10th rev. ed. 554p. il. (col. front.) D [c. '26-'34] Chic., Loyola Univ. Press 1.60

**Chapman, Maristan, pseud. [Mary and John Stanton Chapman]****Ju**

Eagle Cliff. 280p. il. D c. N. Y., Appleton-Century 2.00  
Three young boys of the Tennessee mountain region become involved in the mysterious disappearance of a box of gold belonging to a local miser.

**Charles, Edward and Charles, Mary**

Indian patchwork. 310p. D [c. '34] N. Y., Harcourt 2.00

A record of the dangers and difficulties experienced by an Englishman as head of a native college in India, told through his own and his wife's personal journals.

**Abbott, Charles Cortez and others**

Harvard University Graduate School of Arts and Sciences summaries of theses, 1933. 406p. O '34 Cambridge, Mass., Harvard 2.00

**Aldredge, E. P., D.D.**

Southern Baptist handbook, 1934. 415p. il. O '34 Nashville, S. S. B'd of So. Bapt. Convention pap., .50

**Armstrong, Donald B., M.D. and others**

The cost of medical care; a study of costs in the families of the field employees of the Metropolitan Insurance Company. 61p. O [n.d.] N. Y., Metropolitan Life Insurance Co., 1 Madison Ave. pap., apply

Bacon's publicity manual; 2nd ed. 87p. il. O c. '34 Chic., R. H. Bacon & Co., 608 S. Dearborn St. 3.00

**Belknap, George N.**

A guide to reading in aesthetics and theory of poetry. 91p. O (Univ. of Ore. pub'n v. 4, no. 9; Studies in college teaching, v. 1, bull. 5) ['34] Eugene, Univ. of Ore. pap., .50

**Bennett, Henry Garland and others**

Arithmetic workbooks; grade 3. 144p. O [c. '34] N. Y., Amer. B'k pap., .24

**Berkwitz, William L.**

One hundred and one golden opportunities; a book of inspirational suggestions for making money and gain-

**Cobb, Elisabeth [Mrs. Alton A. Brody]****Fi**

She was a lady. 316p. D (Popular copyrights) [c. '33, '34] N. Y., Grosset .75

**Cobb, Irvin Shrewsbury****Fi**

Faith, hope and charity. 318p. D [c. '29-'34] Ind., Bobbs-Merrill 2.00  
Fifteen short stories of crime, humor and the South.

**Collins, Dale****Fi**

The mutiny of Madame Yes. 320p. D [c. '34] Ind., Bobbs-Merrill 2.00  
An amusing, fantastic tale about Madame Yes, the unusual woman for whom Captain Pettibow's entire crew fell when he brought her aboard as his wife, Felicity.

**Colter, Eli****Fi**

The outcast of Lazy S. 286p. D (Popular copyrights) [c. '33] N. Y., Grosset .75

**Corbett, Elizabeth Frances****Ju**

Growing up with the Grapers. 329p. il. D '34, c. '33, '34 N. Y., Appleton-Century 2.00  
The story of the Graper girls' last years at college.

**Dixon, Thomas**

A dreamer in Portugal; the story of Bernarr Macfadden's mission to continental Europe. 259p. il. O [c. '34] N. Y., Covici, Friede 2.50  
An account of Bernarr Macfadden's experiences in Portugal while laying the foundations there for a system of physical education.

**Douglas, Jack**

Veterans on the march; foreword by John Dos Passos. 384p. fronts. D c. N. Y., Workers Library Publishers 1.25  
A detailed, sympathetic account of the veterans' bonus marches of 1932 and 1933.

**Douglas, Norman****Fi**

South wind; introd. by Dorothy Scarborough. 434p. O (Universal lib.) [c. '29] N. Y., Grosset 1.00

**Douglass, Harlan Paul****Re**

Church unity movements in the United States. 614p. (bibl. footnotes) diagrs. O [c. '34] N. Y., Inst. of Social & Religious Research 3.00  
The report of a project started over four years ago, to which more than 20,000 persons contributed evidence as to church unity movements in this country.

ing independence. 67p. O c. '34 Saddle River, N. J., Author pap., 1.00

**Bibbins, Mrs. Arthur Barneveld**

The beginnings of Maryland in England and America. 105p. il., map O [c. '34] Balt., Remington-Putnam B'k Co. pap., 1.00

**Blakey, Gladys C.**

A history of taxation in Minnesota. 86p. (bibl.) O (Studies in economics and business, no. 9) '34 Minneapolis, Univ. of Minn. Press pap., .75

**Bryson, Lyman**

A state plan for adult education. 69p. D [c. '34] N. Y., Amer. Ass'n for Adult Educ. pap., .50

**Census Bureau**

Prisoners in state and federal prisons and reformatories, 1931 and 1932. 72p. '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10

Cost of going to college. 24p. (Office of Educ. pamphlet no. 52) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

**Coughlin, Rev. Charles E.**

Eight lectures on labor, capital and justice. 132p. D c. Royal Oak, Mich., Radio League of the Little Flower pap., gratis

**Elkins, William McIntire**

Eddie Newton's ride, or, The diverting history of A. Edward [book-collecting; lim. ed.] 22p. il. O '34 N. Y., The Book Table, c/o Ernest R. Gee, 35 E. 49th St. pap., 5.00

**Ellis, Mrs. Anne**

Sunshine preferred; the philosophy of an ordinary woman. 248p. D c. Bost., Houghton 2.00  
The personal experiences and philosophy of an acute sufferer from asthma during an uphill battle in a sanatorium. By the author of "The Life of an Ordinary Woman."

**Fisher, Daisy**

The gate swings open. 309p. D (Popular copyrights) [c. '32] N. Y., Grosset .75

**Flynn, Brian**

Murder en route. 284p. D (Popular copyrights) ['32] [N. Y., Grosset] .75

**Frankie in Wonderland;** with apologies to Lewis Carroll, the originator and pre-historian of the New Deal; by a Tory. 24p. D c. '34 N. Y., Dutton's, Inc., 681 5th Ave. pap., .50  
A satire on President Roosevelt's New Deal.

**Fundamental laws of the Chinese Soviet Republic;** introd. by Bela Kun. 87p. map D ['34] N. Y., Internat'l Publishers .75

**Galsworthy, John**

The Forsyte saga; modern standard authors ed.; introd. by Percy Hutchison. D '34 N. Y., Scribner 2.00

**Gang, Adolf**

Government control of long term savings; the way out. 66p. O [c. '34] [Los Angeles, Author, 2540 N. Catalina Ave.] pap., gratis  
A plan for economic improvement, by making the dollar completely a credit dollar, with no gold backing, but backed by securities representing all commodities.

**Gartner, Paul W.**

First aid afield. 115p. il. D c. N. Y., Macmillan 1.25  
These articles on first aid originally appeared in *Field and Stream*.

**Gater, Jane**

Links of gold. 276p. D c. Bost., Meador 2.00  
A story of the problems that confronted Mrs. White in bringing up her children since her husband was a drunkard.

Only a brewer's daughter. 156p. D c. Bost., Meador 1.50  
A drinking husband and father threatens the happiness of the Dugan family.

**Gershenfeld, Louis**

The Jew in science. 231p. O c. '34 Phil., Author, 1831 Chestnut St. 2.75

**Gettys, Luella**

The law of citizenship in the United States. 243p. (16p. bibl.) O [c. '34] Chic., Univ. of Chic. Press 3.00

A comprehensive treatment of the law of citizenship in the United States which analyzes the many fundamental changes made in the last thirty years, especially those that followed the World War.

**Gide, André Paul Guillaume**

Travels in the Congo; tr. from the French by Dorothy Bussy. 375p. il., map D (Alblab'ks) [c. '29] N. Y., Knopf 2.50

**Golding, Louis**

Magnolia Street. 526p. D (Novels of distinction) [c. '32] N. Y., Grosset 1.00

**Graves, Ralph H.**

The triumph of an idea; the story of Henry Ford. 184p. il. S c. Garden City, N. Y., Doubleday 1.00  
An account of the life and achievements of Henry Ford.

**Gray, Westmoreland**

Danger range. 318p. D (Popular copyrights) [c. '33] [N. Y., Grosset] .75

**Gregory, Jackson**

The house of the opal. 293p. D (Popular copyrights) [c. '30, '32] N. Y., Grosset .75

**Greig, Maysie [Madeline Thompson, pseud.]**

Cake without icing. 304p. D (Popular copyrights) [c. '32] N. Y., [Grosset] .75

**Gustin, Margaret and Hayes, Margaret L.**

Activities in the public school. 290p. (bibls.) il. D c. Chapel Hill, Univ. of N. C. Press 2.00  
A description of the organization and methods used in modern educational activities in some average public schools.

**Handrulis, George**

Kassia. 442p. O [c. '34] N. Y., Athenaeum Pub. Co., 444 Madison Ave. 2.50  
A romance of Byzantium in the early part of the 9th century.

**Hart, Edgar**

Shady secrets. 88p. D [c. '34] Bost., Christopher 1.50

**Hathway, Marion**

The migratory worker and family life. 254p. (7p. bibl.) il., diagrs. O (Univ. of Chic. social service monographs, no. 21) [c. '34] Chic., Univ. of Chic. Press 1.50

A study of the mode of living and public provision for the needs of the family of the migratory worker in selected industries of the state of Washington.

**Hauman, George and Hauman, Doris**

Bread and cheese. no p. il. (col.) obl. O c. N. Y., Macmillan bds., 1.00  
A fairy-tale picture book for small children.

**Havner, Vance**

By the still waters. 96p. D [c. '34] N. Y., Revell 1.00  
Helpful devotional studies.

**Fischel, Marguerite K.**

The spastic child; a record of successfully achieved muscle control in Little's disease. 97p. (bibl.) il. D '34 St. Louis, C. V. Mosby 1.50

**Hunter, George W. and Knapp, Roy A.**

Mastery tests in general science; set X. 154p. diagrs. O [c. '34] N. Y., Amer. B'k pap., .40, loose-leaf

**Hurricane, The.** 14p. maps (U. S. Dept. of Agri. misc. pub'n 197) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

**Elbourne, Edward Tregaskiss**

Factory administration and cost accounts; a reference book of the principles and practice of industrial administration and costing for present day requirements; students' ed. 831p. diagrs. O '34 N. Y., Longmans 10.00

**Eriksen, Edward G. and others**

A demonstration of individualized training methods for modern office workers. 60p. Q (Employment Stabilization Research Inst. ser., v. 3, no. 2) '34 Minneapolis, Univ. of Minn. Press pap., 1.00



**Heartman, Charles Frederick**

Charles F. Heartman presents John Peter Zenger and his fight for the freedom of the American press, together with a genuine specimen of the New York Weekly Journal printed by John Peter Zenger; lim., numbered ed. 60p. il. F '34 Highland Park, N. J., Harry B. Weiss bds., 36.00, bxd

**Helser, Albert D.**

Education of primitive people; a presentation of the folklore of the Burd animists with a meaningful experience curriculum. 316p. (11p. bibl.) il. D [c. '34] N. Y., Revell 3.00  
A missionary's studies of the folklore of a primitive African people.

**Heyliger, William [Hawley Williams, pseud.]**

Backfield Comet. 246p. il. D '34, c. '33, '34 N. Y., Appleton-Century 2.00  
A high school football story for boys.

**Hill, Mrs. Grace Livingston [Marcia MacDonald, pseud.]**

Happiness Hill. 320p. D (Popular copyrights) [c. '32] [N. Y., Grosset] .75

**Hill, Helen [Mrs. Francis Pickens Miller]**

The spirit of modern France. 26p. O (World affairs pamphlets, no. 5) '34 Bost., World Peace Found. & Foreign Policy Ass'n .50  
An interpretation of the real France which analyzes the social, cultural and political forces that motivate private and public life in that country.

**Hill, William Bancroft, D.D.**

Chimham and his khan, and other Bible stories re-told. 128p. D [c. '34] N. Y., Revell 1.25

**Hoelscher, Randolph P. and Mays, Arthur B.**

Basic units in mechanical drawing; b'k 2. 277p. O '34 N. Y., Wiley 1.60

**Horatius Flaccus, Quintus**

Horace, Odes and epodes; ed. by Charles E. Bennett; rev. by John C. Rolfe. 518p. (bibl.) il. D (Allyn & Bacon's college Latin ser.) [c. '34] Bost., Allyn & Bacon 1.80

**Hughes, Rupert**

Why I quit going to church; rev. ed. 158p. D '34 N. Y., Freethought Press Ass'n 1.00

**Kant, Immanuel**

Religion within the limits of reason alone; tr. [from the German] and ed. by Theodore M. Greene and Hoyt H. Hudson. 285p. (bibl. footnotes) O [c. '34] Chic., Open Court Pub. Co. 3.00

**Keating, Lawrence A.**

The deputy of San Riano. 255p. D (Popular copyrights) [c. '33] N. Y., Grosset .75

**Keller, Adolf, D.D.**

Religion and revolution; problems of contemporary Christianity on the European scene. 188p. (bibl. footnotes) D (L. P. Stone Lectures, Princeton Theological Seminary, 1933) [c. '34] N. Y., Revell 2.00

**Hykes, Adelaide B.**

The rose; a play for Christmas time and any time; adapted from story "The Rose," by Ethel and Frank Owen. 8p. O [c. '34] N. Y., Abingdon pap., .15

**Kester, Katharine**

Headlines for school assembly; five one-act plays. 72p. diagrs. D c. '34 N. Y., S. French pap., .50

A study of the fundamental problems that underlie the present changes in the religious life of Europe.

**Kemmerer, Edwin Walter**

Kemmerer on money; an elementary discussion of the important facts and underlying principles of the money problems now confronting the American people; 2nd ed., rev. and enl. 236p. (bibl. footnotes) diagrs. D [c. '33, '34] Phil., Winston 1.50

**Kernahan, Arthur Earl, D.D., comp.**

Great sermons on evangelism. 217p. D [c. '34] Nashville, Cokesbury 1.50

**Krecker, Frederick Hartzler**

General zoology. 645p. il., maps, diagrs. O [c. '34] N. Y., Holt 3.50  
A textbook for an introductory course in zoology, by a professor of biology in Ohio University.

**Krickenberger, William R. and others**

Bobbs-Merrill algebra series; b'ks 1 and 2. 420p.; 302p. il., diagrs. D '34 Ind., Bobbs-Merrill 1.20; 1.07

**Lansdowne, Charmian**

The imperial dog of China, the Pekingese. 163p. il., diagrs. O c. '34 Burbank, Cal., Author, 114 N. Clybourne, Toluca Lake lea. cl., 3.00  
Information on the breeding and care of Pekingese.

**Lasker, Bruno and Holland, W. L., eds.**

Problems of the Pacific, 1933; economic conflict and control. 506p. (bibl. footnotes) O ['34] Chic., Univ. of Chic. Press buck., 5.00  
The proceedings of the Fifth Conference of the Institute of Pacific Relations held at Banff, Canada. August 14-26, 1933.

**Leary, Daniel Bell**

Educational psychology; an application of modern psychology to teaching. 377p. (6p. bibl.) O (Nelson educ. ser.) c. N. Y., Nelson 2.50

**Lefler, Hugh Talmage, ed.**

North Carolina history, told by contemporaries. 468p. (7p. bibl.) O [c. '34] Chapel Hill, Univ. of N. C. Press 3.50  
A collection of contemporary documents and papers which give the history of North Carolina, political and social, from 1524 to the present.

**Lincoln, Joseph Crosby**

The Peel trait. 309p. map D '34, c. '25, '34 N. Y., Appleton-Century 2.00  
A Cape Cod romance.

**Lindsay, Jack**

Rome for sale. 423p. O c. N. Y., Harper 2.50  
A dramatic novel of Rome in the days of the Catiline conspiracy, written in the tempo and idiom of the modern world.

**Loftus, Elisabeth Marie Thérèse**

Reflets étranges. 212p. il. D [c. '34] N. Y., Amer. B'k .80

A reader for high school French courses.

**Loring, Mrs. Emilie Baker [Josephine Story, pseud.]**

Hilltops clear. 319p. D (Popular copyrights) [c. '33] N. Y., Grosset .75

Low coupon bond values tables. 136p. D [c. '34] Bost., Financial Pub. Co. lea. cl., 25.00

**McDonagh, J. E. R.**

The nature of disease journal; v. 3. 245p. Q '34 Chic., Chic. Medical B'k Co. 4.00

**McDonnell, Malcolm A.**

Wholesale confectionery sales review. 61p. diagrs. O [c. '34] [Cin.], Johnson & Hardin Co. pap., 1.00

**Lundberg, George Andrew and others**

Leisure; a suburban study. 410p. (3p. bibl.) maps, diagrs. O c. N. Y., Columbia Univ. Press 3.00

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Geography of North America; 2nd ed. 632p. il., maps, diagrs. O '34 N. Y., Wiley 4.50

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The second house from the corner. 254p. O c. N. Y., Dutton 2.50

The author of "I Cover the Waterfront" and "He Went Away for a While," continues his autobiographical story and tells of his life as a householder and a married man.

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A history of Russian literature; from the earliest times to the death of Dostoyevsky (1881). 402p. (6p. bibl.) D (Alblab'ks) '34, c. '27 N. Y., Knopf 2.50

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Readings from Cardinal O'Connell; ed. by Rev. Hugh Francis Blunt. 229p. front (por.) O '34, c. '11-'34 N. Y., Appleton-Century 2.00  
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Studies in appreciation of art. 151p. (bibl., bibl. footnotes) O (Univ. of Ore. pub'n, v. 4, no. 6; Studies in college teaching, v. 1, bull. 3) ['34] Eugene, Univ. of Ore. pap., .50

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Public addresses of Franklin Delano Roosevelt;  
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 Shanghai Bund murders, The. Mason, V. .75  
*Grosset*
- She was a lady. Cobb, E. .75 *Grosset*  
 Soul of Abe Lincoln, The. Babcock, B. S. 1.00  
*Grosset*
- Soul of Ann Rutledge, The. Babcock, B. S. 1.00  
*Grosset*
- South wind. Douglas, N. 1.00 *Grosset*  
 Southern stories. Spinks, J. W. 1.25 *Christopher*  
 Spirit of modern France, The. Hill, H. .50  
*World Peace Found.*
- Sun shines bright, The. Patterson, N. .75 *Grosset*  
 Sunshine preferred. Ellis, A. 2.00 *Houghton*  
 Text-book on hydraulics. Russell, G. E. 3.90 *Holt*
- Theory and practice of poster art, The. Wellington,  
 D. 5.00 *Signs of the Times Pub. Co.*  
 Three essays on sex and marriage. Westermarck,  
 E. A. 6.00 *Macmillan*  
 Trail of danger, The. Raine, W. M. 2.00  
*Houghton*
- Travels in the Congo. Gide, A. 2.50 *Knopf*  
 Treasure Island. Stevenson, R. L. .75; .50  
*Grosset*
- Triumph of an idea, The. Graves, R. H. 1.00  
*Doubleday*
- Unconfessed. Bradley, M. H. 2.00  
*Appleton-Century*
- Under the lilacs. Alcott, L. M. 1.00 *Winston*  
 Veterans on the march. Douglas, J. 1.25  
*Workers Library Publishers*
- Wasn't the depression terrible? Soglow, O. 2.00  
*Covici, Friede*
- We see Jesus. Merrill, W. P. 1.00 *Harper*  
 Wearne (Harry). 25.00 *Thomsen-Ellis Co.*  
 Weaver of dreams. Carroll, E. E. .75  
*Chelsea House*
- Why I quit going to church. Hughes, R. 1.00  
*Freethought Press Ass'n*
- Wise folly. Black, D. .75 *Grosset*  
 World mission of the Christian religion, The. Bar-  
 clay, W. C. 1.25 *Cokesbury*
- Yeoman's England, The. Thomas, W. B. 3.00  
*Macmillan*
- Your child is normal. Adams, G. K. 2.00  
*Covici, Friede*
- Youth rebuilds. Butler, O. M. 2.00  
*Amer. Forestry Ass'n*

## OLD & RARE BOOKS

A MONTHLY DEPARTMENT

### Bookbinders' Problems

*The Future of Bookbinding in America Depends Upon an Awakening of Enthusiasm*

FREDERICK M. HOPKINS

IN THE *Publishers' Weekly* of December 30 we wrote a paragraph commenting upon the good work that Goodspeed's Book Shop of Boston was doing in restoring and appropriately binding rare American first editions and preserving them for posterity. A few collectors disagreed with us as to the desirability of this work, and some binders were offended because we mentioned the names of Eng-

lish binders who were doing this binding. We replied to these criticisms in the *Publishers' Weekly* of February 17. In conclusion we urged bookbinders to make their work better known through collective and individual exhibitions, and to take a greater interest in their art, have a keener desire to reach the public, and show greater efficiency in both the practical and artistic side



of their business. We contended that they needed organization, more enthusiasm, better knowledge of effective advertising and a little more courageous spirit. In the half year, or a little over, since this article was written we have interviewed bookbinders, collectors, and others, hoping to get a better understanding of the bookbinders' problems.

The art of fine bookbinding is suffering from neglect and business depression. There is no doubt about that. In all our forty-eight states and great cities there are very few bookbinders that pretend to do work comparable with the best work of binders in England and France. And these few excellent binders are getting little work to do. The demand for artistic work that will give them a reputation is discouragingly small, and the future is not at all bright. Bookbinders are sensitive about these conditions, and point to the fact that much work is sent abroad that if done here would help matters. This is, of course, true. And something should be done about it. But the problem is squarely up to our bookbinders and no one can solve it for them.

Why are these American orders for bookbindings going across the Atlantic? There are a multitude of reasons. Some collectors have sent their orders to London for years and have the habit. They like the work they are getting and see no reason for changing. Others are sure that they are getting better material and better bindings. They have had bindings done at home—perhaps by the wrong bookbinder—and they like the foreign work better. Not a few are of the opinion that inferior work costs more here and will give you figures to prove it. And we feel sure that many of these prospective customers are not in touch with the best work done here and do not understand the economic disadvantages under which our bookbinders are working. Before there is a radical change there are many views that must be altered and many prejudices that must be overcome. One thing is sure, as soon as the American collector is convinced that it is for his own interest to place his orders at home he will stop sending them abroad. There is a great need of concentration upon bringing about this change. The right kind of service and publicity is necessary and our binders who know how to get it will deserve the success that will follow.

But we believe that the volume of business

that is sent to foreign binders at this time is greatly overestimated. There is not a great deal of binding being done and there is not the same interest in fine bindings that existed before the World War. A generation of new collectors is taking much less interest in them. They do not have the same attitude toward the task of cleaning, restoring, binding and preserving rare old books shown by the collectors of the last century. The work done then saved many rarities and made reputations for English and French binders that still live. We should have a revival of this interest and skill here, for there is a great need for it, and there is reputation and profit for binders who will lead in making themselves useful in doing this work. A few of the right kind of successes will go a long way toward popularizing the binder's art and creating a demand for the preservation of rare and valuable American books—and the work should begin at once.

And how are we to go about it? It is not at all strange that many binders are dubious about the future. Lacking the old-time interest and love for their art they are marking time, care little for reputation, and are doing less to change present conditions. The outlook, on the whole, is not promising, and, in consequence, a vast amount of skilled work is undone, and the rare book trade is suffering and collectors feel the lack of interest among binders here at home. Unless the problem receives the right kind of attention there will be little progress. Organization is necessary. Worthy and successful binders should do their part in popularizing their art. There must be a greater development of art and trade spirit before the present apathy among both collectors and binders can be changed.

One way of awakening an intelligent interest in bookbinding is the exhibition of good work. This may be done by binders working individually, or collectively, through libraries, booksellers, book clubs, and by holding exhibitions of their own. In a quarter of a century we have seen wonderful work done in awakening an interest in rare books through exhibitions. Nearly all of our large public and university libraries have their exhibition rooms and timely collections are constantly on view and multitudes come to see them. Harvard, Yale and Princeton have their group of book lovers and collectors among their students, and many creditable

exhibitions have been made by them. Exhibitions of bindings of old master craftsmen, of various schools, and of current work can be made very interesting and will do much to cultivate good taste, create an intelligent interest, and promote the art of bookbinding. There should be intensive work along this line and the bookbinding trade should be alert and helpful in encouraging it.

American binders who begrudge the orders that go abroad should study the reasons with an open mind. In the last quarter of the last century there was a marked revival of interest in England in every department of applied art. In no sphere was there a more striking departure from circumscribed lines of design and ornamentation than in everything that related to the printed book and its decorative treatment. Following closely the interest in fine bookmaking came a keener interest in binding. The achievements of William Morris and Cobden-Sanderson were contemporaneous and shot through with the same art spirit.

Miss Prideaux in her work, "Modern Bookbindings, Their Design and Decoration," published in 1906, said: "Finally, one may mark the growing enthusiasm of our American neighbors in the subject, and their efforts to create a national taste in fine bindings. They show a ready acknowledgment of what is being done outside of their own country and a willingness to recognize that work directed by the artistic rather than the commercial spirit must be paid for according to a different standard to that of the ordinary tradesman." In the decade following the writing of this observation, the best work of the best English and French binders found a ready market in this country. The World War brought a period of retrogression from which we have not yet recovered. The generation of lovers of fine bindings referred to by Miss Prideaux has passed. Little is being done to interest the present generation of book lovers and collectors—and this is where the great mistake is being made.

Our binders do not like to see the interest in foreign bindings. Well, we do not believe that our book buyers and collectors like to send their orders abroad. They had rather have them done at home. There is one way to bring about a change: that is for our binders to show some of the enthusiasm and spirit of Morris and Cobden-Sanderson and

bring back a revival of the same interest that prevailed here before the World War. Robert Hoe, and other collectors, spent fortunes for fine bookbindings then, and there are fortunes to be spent with bookbinders again, when by unity of effort, enthusiasm for the art, and the right application, present conditions are changed. The problem and its solution are in the hands of the bookbinders of America. They will have plenty of help of all kinds when the right conditions and the right time come.

### Limited Editions of the Month

R. E. BANTA

The Beginnings of Printing in the State of Indiana, by Mary Alden Walker. 200 copies at \$5. (Crawfordsville, Indiana.)

LIMITED EDITIONS CLUB (Printing House of William Edwin Rudge)

The Book of the Thousand Nights and a Night, by Richard F. Burton, illustrated with 1001 pen drawings by Valenti Angelo. Designed by George Macy, printed in 12-point Cloister Linotype on especially watermarked rag paper and bound in half leather. Six volumes, published 2 volumes monthly during August, September and October. 1500 copies.

THE PETER PAUPER PRESS (Walpole Printing Office)

A Shropshire Lad, by A. E. Housman, designed by Edna and Peter Beilenson, set by hand in Deberny old style italics and bound in decorated paper covers. 1000 copies at \$2. Bound by hand in green leather, 100 copies at \$5. (New Rochelle, New York.)

THOMSON-ELLIS CO.

Harry Wearne: A Short Account of his Life and Work, compiled by V. K. W. and F. K. H., illustrated with photographs and reproductions of 63 of Harry Wearne's designs in full color. 550 copies at \$25. (Baltimore, Maryland.)

YALE UNIVERSITY LIBRARY (Bibliographical Press)

The Diary of John Jay, as Written During the Peace Negotiations of 1782, with an introduction by Frank Monaghan, designed by Carl Purington Rollins, set by hand in Caslon and printed by hand on hand-made paper. 125 copies; 100 for sale at \$2.

# American First Editions

*Edited by Merle Johnson*

MARY NOAILLES MURFREE [CHARLES EGBERT CRADDOCK] (1850-1922)

*Compiled by Merle Johnson*

EDITOR WILLIAM DEAN HOWELLS of *The Atlantic Monthly* was greatly surprised when the writer of the tales of the rough Tennessee Mountains walked into his sanctum and proved to be a woman. Her work was concerned mainly with the section of the South now greatly in the public eye through the

newer writers, as well as through the vast development projects of the Government. Her medium included both short stories and novels, the former having a wide circulation in the more important magazines. Unless otherwise noted the books listed below are novels.

## CHECKLIST

- "Where the Battle Was Fought." *Boston*, 1884.
- "In the Tennessee Mountains." *Boston*, 1884.  
Short stories.
- "The Prophet of the Great Smoky Mountains." *Boston*, 1885.
- "Down the Ravine." *Boston*, 1885.
- "In the Clouds." *Boston*, 1887.
- "The Story of Keedon Bluffs." *Boston*, 1888.
- "The Despot of Broomsedge Cove." *Boston*, 1889.
- "In the 'Stranger People's' Country." *New York*, 1891.
- "His Vanished Star." *Boston*, 1894.
- "The Mystery of Witch-Face Mountain." *Boston*, 1895.  
Short stories.
- "The Phantoms of the Foot-Bridge." *New York*, 1895.  
Short stories.
- "The Juggler." *Boston*, 1897.
- "The Young Mountaineers." *Boston*, 1897.  
Short stories.
- "The Story of Old Fort Loudon." *New York*, 1899.
- "The Bushwhackers." *Chicago*, 1899.  
Short stories.
- "The Champion." *Boston*, 1902.
- "A Spectre of Power." *Boston*, 1903.
- "The Frontiersman." *Boston*, 1904.  
Short stories.
- "The Storm Centre." *New York*, 1905.
- "The Amulet." *New York*, 1906.
- "The Windfall." *New York*, 1907.
- "The Fair Mississippian." *Boston*, 1908.
- "The Ordeal." *Philadelphia*, 1912.
- "The Raid of the Guerilla." *Philadelphia*, 1912.  
Short stories.
- "The Story of Duciehurst." *New York*, 1914.

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## BIOGRAPHICAL

- "Social Historians." By Harry Aubrey Toulmin. *Boston* [1911].  
Contains a chapter on Murfree (Craddock).



## Rare Book Notes

FREDERICK M. HOPKINS

THE EXPOSURE of book forgeries in "An Enquiry Into the Nature of Certain Nineteenth Century Pamphlets," by John Carter and Graham Pollard, has had the widest publicity in England and this country. These authors have made a good beginning in this exposure and the work should go on until the full truth in all its details is known. In the whole history of book collecting there has been no such wholesale and successful perpetration of fraud as we have received at the hands of this successful forger and the interest in knowing more about him will be very keen. Collectors that have been imposed upon will feel chagrined, and dealers who have handled these forgeries will not be happy about it. Beverly Chew prophesied that the steadily rising prices would bring closer scrutiny of rarities and many new discoveries would follow. And if prices continue to rise, as they doubtless will, bibliographers will give their work more thorough study, more "points" will develop, and more discoveries will be made. Bibliographers, dealers and collectors will raise new standards, and collecting will grow in interest as greater and greater skill is required. The demand for more and better bibliography is one of the signs of the times. Collectors are equipping themselves for intelligent work and that means that the sport of collecting will go on more intensively than ever.

WHITMAN BENNETT, of the Bennett Book Studios, Inc., has called our attention to a little known first issue of "The Bird's Christmas Carol" by Kate Douglas Wiggin, copyrighted 1886 and dated, on the title-page 1887. It was published in San Francisco by C. A. Murdock and Company. The little volume is  $5\frac{7}{8}$  inches wide and 6 and  $\frac{3}{16}$  inches tall, presenting the appearance of being nearly square. It has 67 pages, with one blank fly front and back and half title. It is bound in gray wrappers, the front wrapper being decorated with a bird sitting on a sprig of holly, laid across three bars of music in scroll form. Below this decoration appears the title, "The Bird's Christmas Carol," in large free-hand lettering and, in the lower left-hand corner, the name of Kate Douglas Wiggin in much smaller lettering. The spine and back cover are blank.

"The Bird's Christmas Carol" is known to have sold more than a million copies, and the generally accepted first edition was printed a year later, in 1888, by Houghton Mifflin Company. Mr. Bennett says, "this first issue has been so completely unknown that I have not been able to find a single New York bookseller who remembers ever having seen a copy. I have been looking for this first issue of 'The Bird's Christmas Carol' for more than four years. I first learned of its existence through Miss Wiggin's sister, Mrs. Smith, for whom I used to do occasional binding. The book was first written and printed for the benefit of the little settlement house or day nursery which she was then running, and which is, I presume, the establishment referred to in the little story of child sentiment, 'The Story of Patsy.' This is certainly one of the rarest and most important of American juveniles and I was delighted to find a copy in almost immaculate condition."

MANY NEW YORKERS viewed the recent exhibition in Harry F. Marks' bookshop of the original manuscript of the song "Dixie," sometimes called the "Marseillaise of the South," and many more would have seen it if they had known about the exhibition. The occasion for showing it was two anniversaries—the first singing of the song in the "Deep South" June 21, 1861, and the death, June 28, 1904, of the author, Daniel D. Emmett, of Ohio. The exhibition comprised many relics of the Civil War—mostly literary. "Dixie," like many other war songs, was never intended for a military air. As a ballad of the South it did not find favor until June, 1861, after Fort Sumter had been fired upon in April. An entertainment was given in New Orleans for the purpose of stimulating Southern spirit and a committee sought a march song which would be appropriate. It finally agreed upon "Dixie," which took the audience by storm and became the battle hymn of the Confederate States. The original manuscript of "The Star Spangled Banner" brought \$24,000 at auction last January. It makes an interesting speculation to estimate what "Dixie" would have brought if the original manuscript had been the next item in the sale.

AFTER THE LONG INVESTIGATIONS carried out by Shelley's many editors, working with a degree of skill and minuteness such as few authors have inspired, a new volume of unpublished material entitled "Verse and Prose from the Manuscripts of Percy Bysshe Shelley," edited by Sir John C. E. Shelley-Rolls and Roger Ingpen, has just been published in London. This collection of fragments, the editors say, "is the result of an examination of the manuscripts, many of which are in the form of notebooks, formerly owned by his son, Sir Percy Florence Shelley, and now in the possession of his great-nephew, Sir John C. E. Shelley-Rolls. In the first section of this book—after the preface describing the notebooks and the process of composition which they record—there are ten fragmentary poems. Then follow drafts and excluded readings of parts of Shelley's long poems, including rejected stanzas probably written for 'Laon and Cythna'; a number of stanzas which were written for 'Adonais,' and were not used, and other variants and additions that will be of interest to the student of Shelley. The frontispiece is a sketch of Shelley—a half reclined solitary figure under tall trees, staring over a lake at a range of craggy mountains made by the poet."

A REMARABLE COPY of the Shakespeare First Folio has just been acquired by Gabriel Wells, rare book dealer of this city. It comes from the library of one of the oldest titled families in England, a library to which nothing has been added in more than two hundred years. This unrecorded copy of the First Folio has the distinction of having been annotated by a reader shortly after Shakespeare's death. The keeper of manuscripts of the British Museum has assigned the handwriting to the reign of Charles I, between 1625 and 1649. It is probable that the annotator saw the original productions of many of Shakespeare's plays and he may have had access to manuscripts that have long since disappeared. As far as Mr. Wells has been able to trace, there is no other copy that provides early seventeenth century manuscript readings of disputed passages, differing not only from early printed editions, but also from that of later editions.

MARCEL BLANCHETEAU, well-known collector of material relating to General Lafayette, whose collection was exhibited in Paris at the commemoration of the recent Lafayette centenary and who loaned more than a hundred

items for the exhibit held by the French government at the Orangerie Museum in Paris, has sent us a copy of the catalog of his collection. It is an octavo of 200 pages, with an introduction, many facsimiles of title pages, letters, illustrations and relics. It contains 618 items, and is well indexed. This collection of books, pamphlets, autographs, prints, souvenirs, and other material has been a hobby of Mr. Blancheteau's and has cost him many thousands of dollars. The catalog, which was printed for the exhibition, makes a handsome volume. A few copies remain and will be furnished to the collector for 20 francs, or to the dealer, less usual discount. The volume would be invaluable to the collector interested in books and autographs relating to Lafayette.

HARRY W. SCHWARTZ, Milwaukee bookseller, has issued Part 2 of his discussion, "This Book-Collecting Racket," the first section of which was published last year. This pamphlet of thirty-six pages is devoted chiefly to a reëvaluation of the prominent names in the modern first edition market and their probable rise or fall in the collecting market now and in the future. There is discussion of such authors as Sinclair Lewis and why he has not been more vigorously collected, of Carl Van Vechten, Donn Byrne and Walter de la Mare, whom he mentions as authors who are suffering an eclipse, of A. E. Coppard, whose presentation copies are so plentiful, of Huneker, too much neglected, of Mencken, who "will become one of America's most sought after writers by collectors," of Harris, "who will be again collected by the discerning," of George Moore, "who has a better chance of surviving than most of the collected authors of the same period," and so through many opinions. The collector of modern firsts will be interested to compare these opinions with his own.

A READER of these pages writes asking if "it is true that the Folger Library at Washington has a better collection of Shakespeare Folios than the British Museum." Even with all the publicity of the opening of the Folger Library two years ago, the public has a very inadequate realization of what this remarkable collection contains. Of the Shakespeare First Folio, 1623, for instance, the Folger Library contains no less than 79 of the 200 examples known to exist, its nearest competitor being the British Museum, which owns five copies. Of the Pavier collection of



Shakespeare plays in quarto, 1619, the library owns the only two copies in existence. Of the plays in quarto, the Folger collection is the greatest ever brought together, the great prize, of course, being "Titus Adronicus," first edition, 1594, the earliest of Shakespeare's published plays. The tabulation of the treasures of this wonderful collection includes early manuscripts relating to Shakespeare, portraits, allusion books, illustrated modern editions, stage histories, more than a quarter of a million of Shakespeare play bills, prompt books, actors' diaries, memoirs, and journals, letters, prints, curios, "association copies," many of which contain annotations made by famous authors, actors and statesmen. These classifications by no means exhaust the list. The authority for the figures in this paragraph is William Dana Orcutt.

THE CURRENT CATALOG of Bernard Quaritch, Ltd., of London, No. 491, "English Poetry from the Earliest Times to the Twentieth Century, together with a Miscellaneous Selection of Biographical and Critical Literature," comprising 1,043 lots, contains a great deal of rare material of interest to the discriminating collector. The cataloging, including descriptions and notes, is done with the usual scholarly care and makes a volume of up-to-date reference of value to the collector and well worth preserving.

THE NEW YORK PUBLIC LIBRARY will hold in October an exhibition of early printed Cambridge University Press books from its collection, including a number of early editions of the Bible, first editions of Sir Isaac Newton, William Harvey, John Donne and the first edition of Milton's "Lycidas."

THE CENTENARY of the death of Charles Lamb occurs on the twenty-seventh day of next December. J. M. Barrie, E. V. Lucas and Edmund Blunden have signed an appeal for a centennial memorial. "All over the English-speaking world," says this appeal, "there is increasing recognition of Elia's brave and unselfish career, of his humanity, wisdom, and humor, and of his unique position among writers. In this view a movement and fund has been started by the Elian Society to collect contributions for the erection of a memorial as near as possible to the old site of Christ's Hospital, the Blue-Coat School which nourished his genius and endowed him with life-long friends."

## Catalogs Received

- AFRICA, AMERICANA, AUSTRALIA & TASMANIA, AUTOGRAPH LETTERS, BIBLIOGRAPHY, ILLUSTRATED BOOKS, ETC. (No. 163; Items 656.) John Buchanan, 28 Priory Way, North Harrow, Middlesex, England.
- AMERICANA, AUSTRALIANA, BIBLES, LITURGIES, ENGLISH LITERATURE, FINE ARTS, ETC. (No. 493; Items 781.) Bernard Quaritch, Ltd., 11 Grafton St., London, W. 1.
- AMERICANA AND AUTOGRAPHS OF AMERICAN INTEREST, ORNITHOLOGY, ETC. (No. 231; Items 347.) Goodspeed's Book Shop, Inc., 7 Ashburton Pl., Boston, Mass.
- AMERICANA AND AUTOGRAPHS, BOOKS ON ORNITHOLOGY AND OTHER BRANCHES OF NATURAL HISTORY. (No. 231; Items 347.) Goodspeed's Book Shop, Inc., 7 Ashburton Place, Boston, Mass.
- AMERICAN AND ENGLISH FIRST EDITIONS. (Items 215.) Jake Zeitlin, 705½ West Sixth Street, Los Angeles, Cal.
- AMERICANA, GENERAL LITERATURE, BOOKS ON ART, ARCHAEOLOGY, EGYPTOLOGY, ETC. (No. 154; Items 598.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.
- AMERICAN LITERARY AND HISTORICAL MATERIAL. (Items 120.) The American Autograph Shop, Ridley Park, Pa.
- AUTOGRAPHEN II. (No. 18; Items 664-1321.) Der Deutsche Buch-Club, Mönckebergstr. 21, Hamburg 1, Germany.
- AUTOGRAPHS. (No. 21; Items 120.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.
- BIBLIOGRAPHIES AND CATALOGS OF LIBRARIES. (No. 151; Items 73.) Grafton & Co., 51 Gt. Russell St., London, W. C. 1, England.
- BIBLIOTHEK DES GEHEIMRATS, P. J. (No. 56; Items 1004.) Heinrich Rosenberg, Augsburger Str. 13, Berlin W 50, Germany.
- BOOKS AND PERIODICALS ON BOTANY, MOSTLY FROM THE LIBRARY OF THE LATE CHARLES CARMICHAEL LACAITA. (No. 492; Items 396.) Bernard Quaritch, Ltd., 11 Grafton St., London, W. 1, England.
- BOOKS ON THE FINE AND APPLIED ARTS. (No. 8; Items 352-674.) Martin Veeneman, 98, Fortess Rd., London, N. W. 5, England.
- CAUCASUS, CRIMEA, SIBERIA. (No. 47; Items 662.) Mezhdunarodnaya Kniga, Kuznetski Most, 18, Moscow, U. S. S. R.
- COOKERY AND FOODSTUFFS. Richard S. Wormser, 22 West 48 St., New York City.
- ENGLISH AND AMERICAN FIRST EDITIONS. (Items 323.) Maurice K. Humphreys, 40 Keystone St., W. Roxbury, Boston, Mass.
- FICTION AND MISCELLANEOUS BOOKS. H. R. Hunting Co., Springfield, Mass.
- FIRST EDITIONS OF THE WORKS OF MODERN AUTHORS, INCLUDING A SELECTION FROM THE LIBRARY OF THE LATE SIR GERALD DU MAURIER. (No. 226; Items 1399.) Dulau & Co., Ltd., 32 Old Bond St., London, W. 1, England.
- HEBREW BOOKS COVERING ALL BRANCHES OF LITERATURE. (No. 47.) Bloch Publishing Co., 31 West 31 St., New York City.
- LAW BOOKS. (No. 46; Items 2120.) Mezhdunarodnaya Kniga, Kuznetski Most, 18, Moscow, U. S. S. R.
- OLD AND UNUSUAL BOOKS DEVOTED TO AMERICAN AND ENGLISH LITERATURE, ART, ETC. (No. 153; Items 610.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.
- OLD PRINTS, DRAWINGS AND MAPS. (No. 224; Items 895.) Dulau & Co., Ltd., 32 Old Bond St., London, W. 1, England.
- SCANDINAVIAN BOOKS TRANSLATED INTO ENGLISH. Albert Bonnier Pub. House, 561 Third Ave., New York City.
- THREE CENTURIES OF ENGLISH LITERATURE AND HISTORY. Pt. II, Seventeenth Century, M-Z. (No. 598; Items 1124-1840.) Maggs Bros., 34 & 35 Conduit St., London, W. 1, England.



# The Weekly Book Exchange

## How to use Books Wanted and Books For Sale

TERMS: "Books Wanted" and "Books for Sale," 15c. a line. No charge for address.

The first-named is for booksellers, publishers and libraries only; the second is open to individuals also.

Both departments are for subscribers' use only.

All other classifications 20c. a line. Bills rendered monthly.



Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin on a separate line except grouped titles by one author. Objection-

able books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.



In answering state edition, condition and price including transportation.

Give your name and address.

Credit responsibility of advertisers is not guaranteed but space in the columns will be denied to dealers who misuse it. Pay for your purchases promptly to preserve credit standing. Copy closes Monday noon.

## BOOKS WANTED

Please send accurate and legible copy. Typed copy saves misprints.

**Alcove Book Shop, 816 Broadway, San Diego, Cal.**  
Wister, Owen. Definitive Edition. 11 vols.

**J. A. Allen & Co., 16, Grenville St., London, W.C.1**  
Geo. Moore. Carra Edn. Vols. 2, 5, 8, 10, 18, 19, 21.

**American Autograph Shop, Ridley Park, Pa.**  
Autograph-Auction-Catalog: Cist, Tefft, Sprague, Leffingwell, Danforth and Tatcher Collections.

John Hay. Autographs.  
Autographs. Historical and Literary. Fine single pieces or large collections, also large quantities of autograph material.

Early Am. Imprints.  
Americana before 1750.  
Ford, P. L., and Ford, W. C. Manuscript material, letters, and all bibliographies at all times.

**Amer. Dime Novel Ex., 1525 W. 12th St., Brooklyn, N. Y.**  
Dime, nickel novels; Beadle, Tousey, Munro, others.

**Amer. Lib. Service, 1472 Broadway, New York**  
"Alabama" Confederate Ship, Exploits of.  
Amer. Bureau Ethnology. Vols. 43, 46, 73.  
Atkinson, W. W. Re-incarnation.  
Behaviorism. Books on.  
Bentley Miscellany. Vol. 6. 1840.  
Bradley. Illuminated Manuscripts.  
Brunn. Celtic Illuminated Mss.  
Burton's Magazine. 1839-1840.  
Clocks and Clockmaking. All books on.  
Criminology, Penology, Police. Books on.  
De Bowes Review. Issues of.  
Del Mar. History of Precious Metals.  
Dow. Arts and Crafts of New England.  
Duncan. Autotherapy. Give edition.  
Ellerbe. Tales of California.  
Erdman-Braun. Decorative Writing.  
Folger. History of Scottish Rites.  
Godey Books. Early.  
Graham's Magazine. 1841-42.  
Hughes. Three Years in Arkansas.  
Illuminated Manuscripts. Books on.  
Jaquin. Hand of Man.

## Amer. Lib. Service—Continued

Kell, J. Recollections of Naval Life.  
Medical Summary. 1905, 1906, 1907.  
Medical Brief. Jan. to Dec., 1904.  
Merrifield. Art of Cennino Cennini.  
"Musical Moments." McClurg.  
Palmistry. Books on.  
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 Handbook to British Malaya. Lond. 1926 or later.  
 Sidney, R. J. H. In British Malaya Today.  
 Winstedt, R. O., editor. Malaya, the Straits Settlements and the Federated and Unfederated Malay States.  
 Graham, A. W. Siam. (A handbook.) 2 vols. 1924.  
 Dozy, R. P. A. Spanish Islam.  
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Holt, Henry. Sixty Years a Publisher. Holt. 1924.  
Lea, Henry Chas. History of Auricular Confession and Indulgence in the Latin Church. Vol. 1; History of Inquisition of the Middle Ages. 2 vols. Harper.  
Mavor, J. An Economic History of Russia. Vol. 2. Dutton. 1925.  
Moore, John B. History and Digest of International Arbitrations to which the U. S. Has Been a Party, etc. 6 vols. 1898.  
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 England. 1930.  
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 Farnham, T. J. Travels in the Californias. Part  
 4. N. Y. 1844-45.  
 Faxon, editor. Dramatic Index. 1929. Boston.  
 Federal American Monthly. N. Y. Vols. 1-66,  
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American Journal of Science. Series 4, vols. 47-  
50. 1919-20.  
American Journal of Physiology. 1-5.  
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Warren. 10,000 a Year. 3 vols. Boston.  
Scanlon. Law of Church and Grave.  
Voorhees. On Arrest.  
Erskine's Speeches. High. 4 vols.  
Hill. Decisive Battles of the Law.  
Beveridge. Life of John Marshall. 4 vols.  
Thornton on Lost Wills.  
Parson. Marine Insurance. 2 vols. 1868.  
Federal Reporter, Va., Fla., Ky., Tenn. reports.

**Gustav Fock, Schlossgasse 7, Leipzig C 1, Ger.**  
Jrl. of Outdoor Life. Cplt. set.  
Bulletin of Hygienic Laboratory of Public Health  
Service of the U. S. 1902 to 1933.  
American Review of Tuberculosis. Vols. 1 to 28.  
Jrl. of Social Hygiene. 1915 to 1933.  
Annual Report of the Henry Phipps Inst. for the  
Study Treatment of Tuberculosis. 1905 to  
1933.  
Jrl. of Pharmacology. 1909 to 1933.  
Jrl. of Tuberculosis. Vols. 1 to 5.  
Am. Jrl. of Physiology. Vols. 35, 36, 37, 51,  
52, 53.  
Mineral Industry. 1914 to 1933.  
Jrl. of American Veterinary Medical Assn. 1877  
to 1933.

**Gammel's Book Store, 1004 Congress, Austin, Tex.**  
Anything on Texas or about Texans.  
Southwestern Reports. Any vol. past vol. 190.

**The Gateway, 30 E. 60th St., New York**  
Catena Aurea. Commentary on the Four Gospels.  
Early Christian Mystics. English.  
Nicene and Post-Nicene Fathers.

**Gelber, Lilienthal, 336 Sutter St., San Francisco**  
Timmerman. Pallieter.  
Wylie. Jennifer Lorn. 1st ed.; Jennifer Lorn.  
Borzo Pocket Books.  
Firbank. Prancing Nigger. 1st ed.  
Alexander Ireland. Book Lover's Enchiridion.  
Egan, M. P. Recollections of a Happy Life.

**Gimbel Bros., Book Dept., Philadelphia, Pa.**  
Caris. Next to Nothing House; Collector's Luck.

**Gittman's Book Shop, Columbia, S. C.**  
Miller. Lamb in His Bosom. 1st ed.  
Justin Martyr. English trans. Ante-Nicene Fathers.  
Ramsey. Annals of Tennessee.  
Lindley. Franklin D. Roosevelt.  
Freeman. Shadow of the Wolf.  
Kennedy. Changing Fabric of Japan.  
Mears. Resident Orientals on the American Pa-  
cific Coast.  
Deland. Vehement Flame.  
Fletcher. Secret of the Barbican.  
Maxwell. Man Who Pretended.  
Orczy. By the Gods Beloved.  
Purdum. Every Man at War.  
Rees. Threshold of Fear.  
Whitehouse. He Knew Women.

**Goodspeed's Book Shop, 7 Ashburton Pl., Boston**  
Beers. Atlas of Windham Co., Vt.  
Histl. Sketches of Falls, Pa. 1882.  
Gold. History of Duval Co., Fla.  
Gray. History of Agriculture in So. U. S.  
Irving. The Rocky Mountains. 1837.  
Latrobe. Hist. of Mason & Dixon Line.  
Maury. Memoirs of a Huguenot Family. 1853.  
Genealogies: Carter. 1912; Chase. 1886; Cod-  
dington. 1907; Cole. 1876, 1908; Comstock.  
1907; Conant. 1887; Cory. 1914; Cush-  
man. 1855; James. 1912; Page. 1887;  
Sater. 1897; Townsend. 1909.

**Goodspeed's Book Shop, 2 Milk St., Boston, Mass.**  
Allen. Rockefeller; Giant, Dwarf, Symbol.  
Barton. Story of My Childhood.  
Bates. English Drama, a Working Basis. 1896.  
Connelly, James. Any titles.  
Drinkwater. Poems. 1908-1919.  
Evarts. Setting of the Sage.  
Harrison, Mrs. Burton. Bric-a-brac Stories. 1885;  
Golden-rod. 1880; Belhaven Tales. 1892;  
The Anglomaniacs. 1890; A Virginia Cousin.  
1895; A Triple Entanglement. 1899; The  
Count and Congressman. 1908; An Errant  
Wooring. 1895; The Carlyles. 1905; The Un-  
welcome Mrs. Hatch. 1903; A Princess of  
the Hills. 1901; The Anglomaniacs. 1899;  
A Daughter of the South. 1899; The Car-  
cellini Emerald. 1899; A Daughter of the  
South. 1892; Sweet Bells Out of Tune. 1893;  
The Old-fashioned Fairy Book. 1884.  
Scribe. A Russian Honeymoon. 1890.  
La Sizeranne. Celebrities of the Italian Renais-  
sance.  
Lee. The Island Plant. 1896.  
McGarick. Some Incentives to Right Living.  
1909.  
Miller. Lamb in His Bosom. 1st ed.  
Sharp. Nursery Songs from the Appalachian  
Mts. Illus. by MacKinnon; English Folk  
Songs from the Appalachian Mts. 1917.  
Silberad. Cuddy Yarrowborough's Daughter.  
Thoreau. Cape Cod. Riverside Pocket ed.  
Warren. Supreme Court in U. S. History. 2  
vols. 1928.  
Whiting. Boston.  
Wiggin. Timothy's Quest. Ill. Herford.



**Gotham Book Mart, 51 W. 47th St., New York**  
 Cheney. History of the Theatre.  
 Gasset. Revolt of Masses.  
 Van Gogh. Letters to His Brother.  
 Psalms of David. Illus. Huddart.  
 Veitch. Sheffield Plate.  
 Ensko. Early Amer. Silver.  
 Little Blacknose. Illus. Ward. 1st.

**Greenwood Book Shop, 307 Delaware Ave.,  
 Wilmington, Del.**  
 New Lands. Charles Fort.  
 Richmond, Virginia, in Old Prints.  
 Book of Aeronautics for 1933.  
 Religion and Philosophy. Cornford.

**Grove St. Book Shop, 12 Grove St.,  
 Fitchburg, Mass.**  
 Anthony Adverse—First edition.  
 Cushing—Consecratio Medici.

**Harcourt, Brace & Co., 383 Madison Ave., N. Y.**  
 Heinrich Heine. A biography by Max Wolff. Pub.  
 in Germany in 1922. Cond. of vol. not  
 important, but must be the German version.

**J. S. W. Harmanson, 333 Royal St., New Orleans**  
 Castillanos. New Orleans As It Was.  
 Genthé. Impressions of Old New Orleans.  
 Saxon. Fabulous New Orleans, etc. 1sts.  
 Louisiana Histories by following authors: Martin,  
 Gayarré, Fortier, Marbois, Bunner, Thomp-  
 son, Chambers, Phelps, Charlevoix.

**Harrison Co., 151 Spring St., N.W., Atlanta, Ga.**  
 Carson. History of U. S. Supreme Court. 1891.

**Harry Hartman, 1313 Fifth Ave., Seattle, Wash.**  
 Writing the Short Story. Mirridees.  
 Egypt and Book of Moses. Illus. by the Monu-  
 ments of Egypt.

**Harvard Coöperative Soc., Cambridge, Mass.**  
 Our Edible Mushrooms. Gibson. 1895.  
 Agamemnon. Aeschylus. Tr. Goodwin.

**Hazen's Bookstore, 238 Main, Middletown, Conn.**  
 Encyclopaedia Britannica. 1 set. India paper,  
 cloth binding.

**Helping Hand Bookshop, 339 Lexington, Brooklyn**  
 Master Humphrey's Clock. Phila. 1840. In the  
 orig. parts complete, or separate parts.  
 Laurence Sterne. Works. Phila. 1774. Odd  
 vols. or complete sets.

**B. Herder Book Co., 15 S. Broadway, St. Louis**  
 Ave Maria. Any year from 1865 to 1890.

**Hermetic Book Shop, 3006 Lake Park, Chicago**  
 The Golden Fleece. A book of Jewish Kabalism.  
 Thomas Frederick Page.  
 Confucian Cosmology.  
 The Hierophant. G. C. Stewart.  
 The Mystic Key, or Bible Astrology. John H.  
 Annis.  
 Bible Astrology and Other Books. Lyman E.  
 Stowe.  
 Qabbalah. Isaac Myer.  
 Transcendental Magic. Levi.  
 The Historical Jesus and Mythical Christ. Gerald  
 Massey and other companion lectures.  
 The Three Sevens. By the Phelons, and all books  
 by Phelons.

**Hidden Book Shop, Inc., 120 Broadway, N. Y.**  
 Cummings. Tulips and Chimneys.  
 Nordhoff & Hall. Mutiny on Bounty. 1st ed.  
 Several Memoirs of Count Hayashi.

**Karl W. Hiersemann, Königstr. 29, Leipzig C 1**  
 Bancroft. Annals of Early Central America.  
 Herrick. Withe Servitude in Pennsylvania before  
 1700.

## Weekly Book Exchange

### Karl W. Hiersemann—Continued

Moses. South American on the Eve of Emancipat;  
 Democracy and Social Growth in America.  
 Lucretius. De Rerum Natura. Rec. Duff. 1903.  
 Chemical News. Vol. 138. 1929. Also incomp.  
 Journal of the Amer. Chemical Society. Vol. 1  
 to 47.  
 Jomard. Monum. de la geographie. 1854-62.  
 Congress, Internat. of Americanists. 2, 5, 6, 15,  
 19 and follow.  
 Harvey. De Motu Cordis. Frankfurt. 1628.

**Hill Bookstall, 147 Marshall St., Syracuse, N. Y.**  
 Curwood. Courage of Captain Plum.  
 Stryker. Campaign of Trenton.  
 Lindquist. Red Men of the U. S.  
 Stevenson. Brushwood Boy.  
 Osbourne. Infatuation.

**Walter M. Hill, 25 E. Washington St., Chicago**  
 American & European Menus before 1860. Hotels,  
 Inns, Restaurants, Hospitals, etc.  
 The Science of Keeping Young. Alfrd W. McCann.  
 Brett Young. Young Physician. 1st Eng. ed.  
 Among My Books by Birrell, Andrew Lang and  
 others.  
 New York Cries and Philadelphia Cries.  
 Rasplata. By Semenov.  
 Cambridge Modern History. 14 vols. Eng. ed.

**P. Holdener, Zweierstr. 18, Zürich 4, Switzerland**  
 Old Swiss Views up to 1840 in scrap books or in  
 books.

**Hoosier Bookshop, 2242 Park Ave., Indianapolis**  
 Bibliotheca Osleriana.  
 Transylvania Medical Jl.; Western Jl. of Med. &  
 Physical Sciences. Odd vols.

**Joseph Horne Co., Book Dept., Pittsburgh, Pa.**  
 Lewis. Old Glass and How to Collect It.  
 Morris. Saddle Horse of America and the Mor-  
 gan Horse.  
 Stewart. Parody Outline of History.  
 Schreiner. African Farm. 1st ed.

**Wright Howes, 1144 S. Michigan Ave., Chicago**  
 Bradley. Map of U. S. 1804(?)  
 Carey. Amer. Atlas. 1795.  
 Besant. India, Bond or Free.  
 Blue. History of Alberta.  
 Engelman. Pompeii.  
 Duff-Gordon. Home Life in Italy.  
 Honeyman. The Aztecs.  
 Jackson. Early Persian Poetry.  
 King. Italy Today.  
 Malcolm. Children of Persia.  
 Squier. Bride of Sacred Well, etc.  
 Abbott. Life of Napoleon.  
 Adams. Law of Civiliz. and Decay.  
 Altgeld, Gov. Jno. P. Biography of.  
 Aston. Study of War.  
 Benét. Fifty Poets.  
 Borden. Cruise of Nothern Light.  
 Bramah. Kai Lung's Golden Hours.  
 Bridges. Girl in Black.  
 Carter. Man Is War.  
 Cary. Legacy of Alexander.  
 Church. Life of Jno. Ericsson. 2 vols.  
 Coe. Me . . . Gangster.  
 Dobson, Austin. Later Essays.  
 Dodd. Modern Constitutions. 2 vols.  
 Dozy. Spanish Islam.  
 Dull. This Human Nature.  
 Fisher. Home Maker; Home Fires in France.  
 Glasgow. One Man in His Time.  
 Jacobs. Castaways; Deep Waters; Dialstone  
 Lane; Salthaven.  
 Hewett-Thayer. Modern German Novel.

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Lawrence. Elizabethan Playhouse, etc. Both series.  
Larpenteur. 40 Years a Fur Trader.  
Ludendorff's Own Story.  
Luce. Handbook to Tennyson. 1914.  
McCants. White Oak Farm.  
Mackenzie. Fairy Gold.  
O. Henry Prize Stories for 1920, for 1925.  
Norris. McTeague.  
O'Neill. Moon of the Caribbees.  
Page. Recent Gains in Amer. Civiliz.  
Riding and Graves. Survey of Modern Poetry.  
Royce. Race Question.  
Steffanson. Friendly Arctic.  
Stewart. Cap of Youth.  
Vulliamy. Our Prehistoric Forerunners.  
Whiteford. Motives in English Fiction.  
Wyat, Sir Thos. Poems. Ed. by Foxwell.  
Wylie. Towards Morning.

J. L. Hudson Co., Book Dept., Detroit, Mich.  
Norway. Jungman. 2 copies.  
Mere Mortals. MacLaurin.

H. R. Huntting Co., 29 Worthington St.,  
Springfield, Mass.

Grey. Out of the Blue Sky.  
Inskip. Child Adjustment in Relation to Growth and Development.  
Lewis. At the Zoo. Nelson \$1.00 ed.

H. S. Hutchinson & Co., 222 Union St.,  
New Bedford, Mass.

Isles of Spice and Palm. A. Hyatt Verrill. Pub. by D. Appleton & Co.  
Lohengrin. By Wagner as told by Oliver Huckel. T. Y. Crowell. 1905.

Hyland's Old Book Store, 913 S.W. 4th Ave.,  
Portland, Ore.

U. S. Geo. Prof. Paper 73 and any bulletins.

Ia. State Univ. Libraries, Iowa City

Burke. A Paraphrase in Rhyme. Lond. 1796.  
Ireland. Mutius Scaevola. Lond. Bent. 1801.  
Jeffers. Roan Stallion, Tamar and Other Poems. Liveright. 1st printing.

Ireland & Allan, Ltd., 649 Granville St.,  
Vancouver, B. C.

Grace O'Malley. Princess and Pirate. 2nd hand.

Geo. W. Jacobs & Co., 1726 Chestnut, Phila., Pa.  
In Courts of Memory. Lindencrome.

Anastasia. Pub. by Dutton.  
Old Tobacco Shop. Bowen. Macmillan.

James Book Store, 516 Main St., Cincinnati, O.  
Knight. Peter in the Firelight. Pilgrim Pr.

Amos E. Jewett, Rowley, Mass.

Caldwell, Luther. Anne Bradstreet & Her Times.

Merle Johnson, 65 E. 53rd St., New York

First editions only:

Book Prices Current. 1910-11-13-18.

Green. Leavenworth Case.

Brown. Alcuin; Clara Howard.

King. Campaigning with Crook. Milwaukee.

1880.

Poe. Collected Works. 1850-56. Odd vols.

Whitney. On Snow Shoes to the Barren Ground.

Wister. Virginian. Ltd. signed 1911 ed.

Gathered Waifs.

Masters. Spoon River Anthology.

Ben King's Verse. Leather binding.

### Merle Johnson—Continued

Riley. Character Sketches; The Boss Girl. In paper covers.

Brine. Madge the Violet Girl.

Croaker. Poems by Croaker, Croaker & Croaker, jun.

Hale. Poems for Our Children.

Longfellow. Belfry of Bruges; Poems. Phila. 1845; There Was a Little Girl.

Bryant. Poems. 1836; 1839.

Carter. From Yorktown to Santiago.

Armies of the World.

Mariner's Library. 1833.

Van Dyke. The White Bees. In board binding.

Sargent. Songs of the Sea.

Janvier. Aztec Treasure House. Fine only.

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Cody. Last of the Great Scouts.

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In paper covers.

Ryan. Poems. 1879.

Harte. Heathen Chinee. Set of cards in envelope.

Curfew Must Not Ring Tonight. Separate eds.

Moore. Poems. 1844.

Autograph Leaves from Our Country's Authors.

Kinney. Keeuka.

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Paine. Life of Nast.

Baum. Wizard of Oz.

Youth's Companion. Old files.

Hound and Horn Magazine. Adv. issue.

Irving. Sketch Book. In wrappers, odd parts.

Burroughs. Tarzan of the Apes. 1st.

Porter. Pollyanna. 1st ed.

Johnson's Book Dept., 133 N. Elizabeth, Lima, O.

Phillips, David Graham. Grain of Dust.

Steiglitz. Camera Work.

Fall and Rise of Susan Lenox. 1st ed.

Johnson's Bookstore, 1379 Main, Springfield, Mass.

Bliss. Genealogy.

Connolly. Out of the Sea.

King. Abolishing of Death.

Oliphant. Zaidee.

Jordan Marsh Co., Book Dept., Boston, Mass.

Baffle Book.

Edw. P. Judd Co., New Haven, Conn.

Bailey. Gentleman Adventurer. Doran.

Judson Press, 1107 McGee St., Kansas City, Mo.

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Kaufman-Straus Co., Book Dept., Louisville, Ky.

Drummond—Natural Law In Spiritual World.

Kaufmann's, Book Dept., Pittsburgh, Pa.

Hinkson. The Spinster of This Parish; Years of

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The Collected Works of Edward Fitzgerald. Wil-

liam Aldis Wright.

Kegan Paul, Trench, Trubner & Co., Ltd.,

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Rockhill. Notes on Ethnology Tibet.

Hail. Tseng Kuo Van and Taiping Rebellion.

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The Wedding Ring. Collection of Talks by Tal-

madge.



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W. F. Craft. Sabbath for Mann.

**A. O. Knoll, 469 E. Ohio St., Chicago, Ill.**  
Aircraft Yearbook for 1923.  
Grabhorn Press. Rare Americana Reprints.  
Powell. Santa Fe Trail to Cal. 1931.

**Alfred A. Knopf, 730 Fifth Ave., New York**  
Towards Golgotha. Leo Tolstoi.

**Korner & Wood Co., 1512 Euclid Ave., Cleveland**  
Mulder. Sand Doctor.  
Stoker. Jewel of Seven Stars.

**Kroch's Bookstores, 206 N. Michigan Ave., Chicago**  
Fountains in the Sand. Norman Douglas.  
Religion of a Sceptic. Powys.  
Salt Water Taffy. Corey Ford. Cheap.  
De Lacrete. Silberman.  
Classical Sculpture. Lawrence.  
English Medieval Feast. Mead. Pub. Houghton.  
Compendium of Penmanship. Gaskel.

**Niel M. Ladd Book Co., 265 Flatbush, Brooklyn**  
Dickens. Hard Times. Chapman Hall. Green cloth.  
Kipling. Outward Bounded. Vols. 18 and 23.

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American Song. Engle. 1st ed.  
The Boy Grew Older. Broun.

**Lauriat-Bartlett & Co., 385 Washington, Boston**  
Corrigee. Gentle Art of Angling.  
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Sage, Dean. The Restigouche and Its Salmon Fishing.

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Scott & Horn. First Latin Lessons. 15.  
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Autobiography of Lincoln Steffens. Bargain price.

**Little Book Shop, 22 Commerce, Montgomery, Ala.**  
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Memoirs of a Confederate. Col. Alexander. (Was on Longstreets' staff during war.)

**B. Login & Son, Inc., 29 E. 21st St., New York**  
Magazines. Chemical, Medical, Scientific.

**Longworth's Book Shop, 106 N. Forsyth St., Atlanta, Ga.**  
Photographic Atlas of the Milky Way. Barnard. Carnegie Inst.  
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**Loring, Short & Harmon, Portland, Me.**  
Raymond. Political Career of Lord Byron. Holt.

## Weekly Book Exchange

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Reynolds. The Banana.  
Howard. Insect Book.  
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Service. Spell of the Yukon. Pocket ed., leather.  
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Dove. Theory of Human Progression.  
Hovey. Along the Trail.

**Lowman & Hanford Co., 1515 2nd Ave., Seattle**  
The Baton Sinister. Gilbert.  
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Stray Birds. Tagore.  
Apostle Paul & The Modern World. Peabody.  
Adventures of Gerard.  
Tides. Darwin.  
Ten Years of Secret Diplomacy. Ed. Morel.

**McAuliffe Paper Co., Inc., Burlington, Vt.**  
White Dawn. Theodora Peck.

**McDevitt-Wilson Book Shop, 17 Dey St., N. Y.**  
Nutting. Furniture of the Pilgrim Century.  
Allen. Anthony Adverse. Vol. 2.  
Adventure Magazine. 1918, 1919, 1920, 1921.  
Cummings. I S V; W; X L I; Him; Tulips and Chimneys.  
Lindbergh Material and American Flying.  
Speed. Wilderness Road. Louisville. 1886.  
Newport. Bromill.  
Jerome. Sketches in Blue Lavender & Green.

**Jos. McDonough Co., 174 State St., Albany, N. Y.**  
The Rise and Fall of Jesse James.  
Jesse James' My Father.  
Williamson. The Car of Destiny.  
The Green Mountain Boys.

**John Jos. McVey, 1229 Arch St., Philadelphia**  
Ferraro. Ancient Rome and Modern America. Putnam.  
A. E. E. Hull. Rev. Joseph Hull and Some of His Descendants. Munsell.

**Ward Macauley's Bookshop, 1432 Farmer, Detroit**  
Doyle. Phineas Speaks.  
White. Meaning of Disease.

**Donald MacDonald, 259 W. Johnson St., Gtn., Philadelphia, Pa.**  
Crane, Stephen. The Red Badge of Courage. N. Y. 1895.  
Norwood, Robert. His Lady of the Sonnets.  
Bromfield, Louis. The Green Bay Tree. N. Y. 1924.  
Flying books by: Ball, Bewsher, Bishop.  
Allen. Anthony Adverse. 1st.

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Flower. Grace Harlow, Overland Rider at Black Hills; at the High Sierras; Problem.  
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Randall. Life of Thomas Jefferson. 3 vols.  
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The Real Latin Quarter; Parisians Out-of-doors.  
Falstaff. Reini Kugel, Lover of This Earth.

Harry F. Marks, 39 W. 49th St., New York  
Britton and Rose. Cactaceae: Descriptions and Illustrations of Plants of the Cactus Family. Carnegie Institute. 1923.

Jas. F. Meegan, 1201 Conn. Av., Washington, D.C.  
Dickens in His Study. Print of. Describe fully.  
Engle. American Song. 1st ed., mint.  
Kennedy. Horse-Shoe Robinson; Rob o' the Bowl. 1st ed.  
Lee. Ghost Stories of Md. and Va.  
Nicolai. The German Secret Service.  
William & Burke. Corres. of Ed. Burke. 1744-1797.

Isaac Mendoza Book Co., 15 Ann St., New York  
Luff. Postage Stamps of U. S.  
Eaton. Ferns of No. Am. 2 vols.  
Tilton. Fern Lover's Companion.  
Carey. Old, Old Story.  
Alexander, Mrs. Fight With Fate.  
Lewis, Alfred H. Mr. Scraggs.

H. Jesse Miller, 541 6th Ave., Des Moines, Ia.  
Whelan. American Rifle.

Millers', 64 Broad St., N.W., Atlanta, Ga.  
Miss M. E. Braddon. Birds of Prey; Charlotte's Inheritance.  
Forselle N. Fouche, the Man Napoleon Feared.  
Havergal. Kept for the Master's Use.

R. M. Mills' Bookstore, 623 Church, Nashville  
History of Tenn. Prof. A. P. Horton.

Edwin V. Mitchell, 27 Lewis St., Hartford, Conn.  
Conversations with Lady Blessington. Byron.  
Life Emily Brontë. Duclox.  
Modern British Poetry. Untermeyer. Latest ed.  
Nineteenth Century English Ceramic Art. Blacker.  
Wedgwood Handbook. E. M. Bell.  
Modern Puzzles. Dudeney.  
Mysteries of the Head and Heart Explained.  
J. Stanley Grimes. Latest ed.

Moss & Kamin, 1423 Sixth Ave., New York  
Encyclopedia Britannica. 13th or 14th ed.

New Deal Bookstore, 5 E. 14th St., New York  
G. W. Welling. Recollections of a N. Y. Chief of Police. Dated circa 1887-1890.

D. H. Newhall, 100 E. 42nd St., New York  
N. Y. State Conservation Bulletins: Biol. Survey  
St. Lawrence Watershed. 1930; Oswegatchie and Black River. 1931.  
O'Brien. Hidden Pages Am. History.

New York Book Mart, 45 W. 47th St., N. Y.  
Eatons. Ferns of North America.  
Fulton. Book of Pigeons.  
Niles. Bog Trotting for Orchids.  
Walcott. Wild Flowers No. Amer. Complete set, or odd volumes.

New York State Library, Albany  
Beal, W. J. Grasses of North America. V. 1.  
The author, 1887.

Old Corner Book Store, 50 Bromfield St., Boston  
The Highway of Holiness. H. Bonar.  
Wilson. Bunker Bean.  
Heart of Princess Osra. Anthony Hope.  
Late Harvest, Miscellaneous Papers Written between Eighty and Ninety. C. W. Eliot.  
Fern Lover's Companion. Tilton.

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